VOLUME 36, NUMBER 11 NOVEMBER 2021

# PRI

PERFORMANCE RACING INDUSTRY MAGAZINE



# 2021 PRI TRADE SHOW SKY'S THE LIMIT!

## INSIDE

OFFICIAL SHOW GUIDE | EXHIBITOR LISTING | EVENTS SCHEDULE | PRI EDUCATION
FLOOR PLAN | FEATURED VEHICLES | INDIANAPOLIS DIRECTORY | & MUCH MORE

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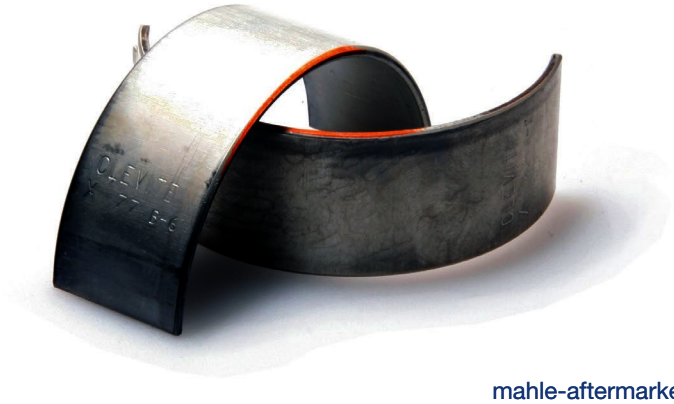

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WHSE21PR

# FROM THE PRESIDENT

## IT'S SHOW TIME!

Twenty-six years ago, I attended my first PRI Trade Show. That experience profoundly changed my life, and my hopes are that the 2021 PRI Show will have the same positive impact on thousands of new attendees. PRI 2021 is an event that we have all been waiting two years for, and the PRI staff could not be more excited to open the doors of the Indiana Convention Center (ICC) and Lucas Oil Stadium and once again play host to the entire racing industry. For the 33rd installment of the PRI Trade Show, we have more of what you have come to expect from PRI as well as some enhancements to help you maximize your time and investment in this live, face-to-face trade show.

So much of what makes PRI, well PRI, is the coming together of the entire racing community in one physical location. Track operators, racers, sanctioning bodies, sponsors, and more unite for a once-a-year gathering. This year, we are expecting the biggest racers from across all forms of racing mixed with celebrities and industry titans. The backdrop is Indianapolis, the center of the racing world, and the city is going to pull out all the stops to welcome you into their hotels, restaurants, and attractions.

Of course, we have a huge number of racing industry exhibitors touting the latest parts, the hottest new sanctioning bodies, and the world's best race cars. PRI has always been about innovation and the collective creative genius of the racing industry, and we cannot wait to see what our exhibitors have in store for buyers/attendees. As a guide to first-time attendees (and a reminder to our exhibitors), be sure to check PRI's Featured Products Showcase for the latest parts and racing gear.

The PRI Show has always been about educating yourself and members of your team, and the PRI Education seminar series gives you an unprecedented way to do just that. When he isn't putting together the best racing industry trade magazine in the business, Editor Dan Schechner can be found planning our educational program. He and the PRI staff have done an outstanding job of putting the industry's thought leaders and innovators on stage to share their collective knowledge. Topics range from the latest in engine building to marketing and sales techniques, leadership skills, and maybe even a solution to your staffing and supply chain issues.

All of this is what you would expect from PRI, but for 2021 there are many new Show additions, too. We have a special area designated for electric race vehicles. When we first came up with the idea, we thought it might take a couple of years to fill the largest side room in the ICC. But it only took a few months of work to have this area overflowing with the latest EV-powered race machines. For those of you who have crafted your skills on racing simulators, Gridlife is providing an entire area for you to test your skills. Telling the story of racing is critical to help you grow your business, and PRI is hosting a dedicated space for content creators and the tools of their trade, as well as a stage for them to share their techniques and skills. In addition, we are bringing in the biggest racing industry influencers (and influencers from other industries) to help you gain more brand recognition and sell more parts. Watch for exclusive, never-before-seen content from our own PRI Road Tour team to headline this area as well.







**DR. JAMIE MEYER**
jamiem@performanceracing.com

Also new for 2021 will be a strong push for you to join our PRI Membership program and donate to the PRI PAC. Yes, we have made significant strides in becoming more politically active to help protect the racing industry, and this is your chance to help contribute to the fight for your right to go racing. All of this activity, and more, can be found in yet another new Show area: PRI Headquarters. At PRI HQ, you will be able to see new content, meet the superstars of our industry, and come on board through PRI Membership.

Above all, PRI is the place where the business of racing happens, as it has been for the past three decades. So please, make plans to join us at PRI, which starts with our Grand Opening Breakfast that will feature surprise guests, big news, and an industry update that you won't want to miss. Stay safe, and we will see you on December 9, in Indy, at the greatest racing trade show in the world. PRI

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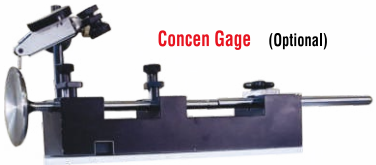


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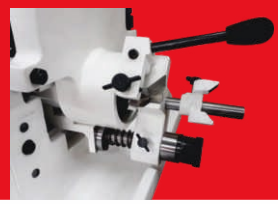

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07-OCT-2021

# FROM THE EDITOR

Seven things I think heading into the 2021 PRI Trade Show in Indianapolis:



**DAN SCHECHNER**
dans@performanceracing.com

**1) I THINK THERE'S A TON OF PENT-UP** demand for new race parts, equipment, and services across all segments of the industry, and we can expect to see that demand take hold when the doors open to the Indiana Convention Center and Lucas Oil Stadium on December 9. Never before have motorsports professionals had to wait 24 months between PRI Shows. And all indications are that this year's event will be one of our best ever.

**2) I THINK THE BENEFITS OF PRI** Membership will be on full display at the Show. Established only months ago, our Membership program already boasts hundreds of leading race and performance businesses and thousands of enthusiasts representing all forms of motorsports. Whether you're a Pro, Champion, Business, or Founding Member will determine the extent of benefits you'll receive. Visit performanceracing.com/membership to learn more.

**3) I THINK THERE ARE GOING TO BE** countless innovative new performance parts and equipment on display at this year's Show. We could say that every year (and probably do), but for an industry whose cruising speed is pretty aggressive even under normal conditions, the feeling here is that the challenges of the last two years have brought out the very best in many of our suppliers and service providers.

**4) I THINK THERE ARE DEFINITE DO'S** and don'ts when it comes to how best to approach the PRI Trade Show. As noted in our special edition of this month's "Stop Doing That…Do This Instead" column on pages 46–47, writer Drew Hardin calls out some of the most common missteps by attendees and exhibitors. It's a good read, and worth the effort if you truly want to maximize your Show experience.

**5) I THINK IT'S A GOOD IDEA TO CARVE** out some time for one or more of our PRI Education sessions. As noted beginning on page 184, we've lined up two-dozen seminars across dual tracks—Business and Tech—covering a wide range of topics. On the Business side you'll hear from world-class presenters on Branding, Hiring, Search Engine Optimization, Digital Marketing, Social Media, and more. Meantime, our Tech track will feature presenters from the likes of EngSim, MAHLE Aftermarket, PAC Racing Springs, The Tuning School, BES Racing Engines, and several other industry leaders.

**6) I THINK THAT IN ADDITION TO VISITING** traditional Show favorites like Machinery Row, and the Trailer Exhibit and Featured Products Showcase in Lucas Oil Stadium, attendees and media should stop by a pair of all-new attractions located in Wabash Ballroom 1–3. The Electric Vehicle Performance area will have on display production, concept, and racing EVs from an array of manufacturers and series. And, the Content Creation Center will feature cutting-edge audio/video gear and software, plus information from photographers, videographers, and influencers on effective strategies and best practices.

**7) AND FINALLY, I THINK WE CAN'T WAIT** to see you all in downtown Indy next month. It's been a long time coming, and we're thrilled to be able to bring the industry back together once again for the three biggest business days in racing! PRI

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Dr. Jamie Meyer

**GENERAL MANAGER**
Jim Liaw

**EDITORIAL**
**EDITOR**
Dan Schechner

**MANAGING EDITOR**
Meredith Kaplan Burns

**SENIOR EDITOR / SOCIAL MEDIA MANAGER–EDITORIAL**
Christen D'Alessandro

**ASSOCIATE EDITOR**
Laura Pitts

**CONTRIBUTORS**
Dave Argabright, David Bellm, Drew Hardin, Bradley Iger, Jim Koscs, Mike Magda, Alex Nishimoto, Rex Roy, Steve Statham

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**PRODUCTION**
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Brandon Benson

**ART**
**SENIOR ART DIRECTOR**
Paul Graff

**ART DIRECTOR**
Michael Bartholomew

**GRAPHIC DESIGNER**
Jeffrey Chhan

**CONTRIBUTING DESIGNER**
Kevin Clarkin

**PHOTOGRAPHERS**
Michael Allio, Michael Bartholomew, Meredith Kaplan Burns, Joe Chandler, Larry Chen, Driveline Studios, Chris Jones, Jeff Kaysen, Andre Niesing, Courtney Paulshock, Rex Roy, Dan Schechner, Richard Spahr, Dan Tooker, Visit Indy

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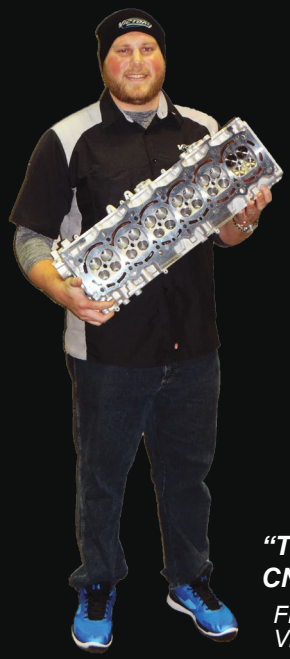




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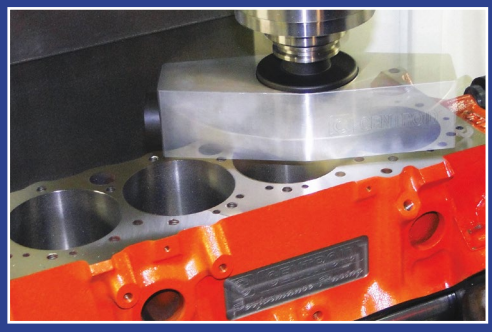

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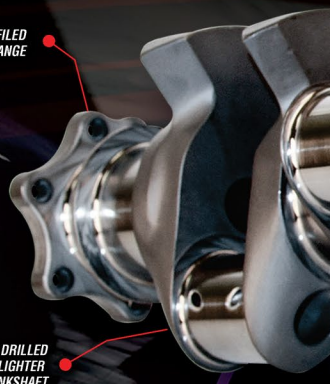


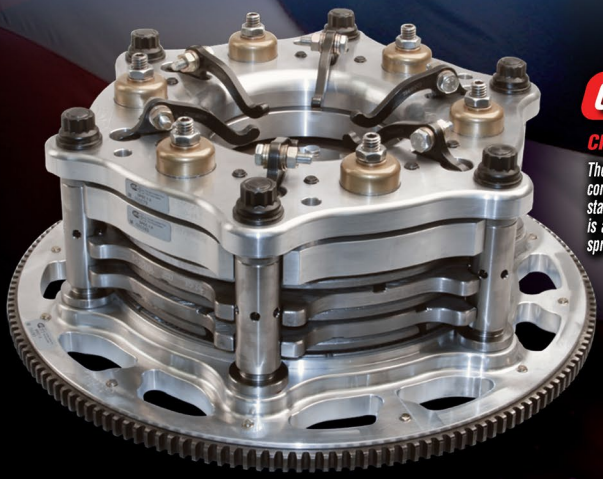

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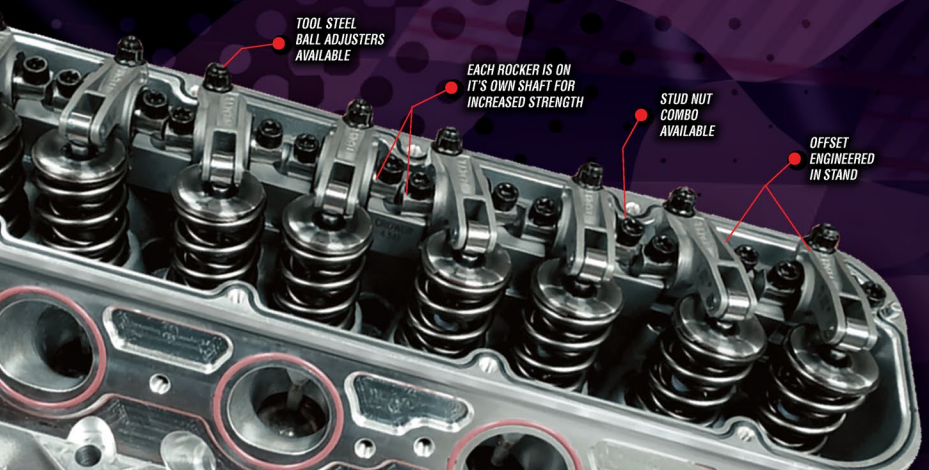


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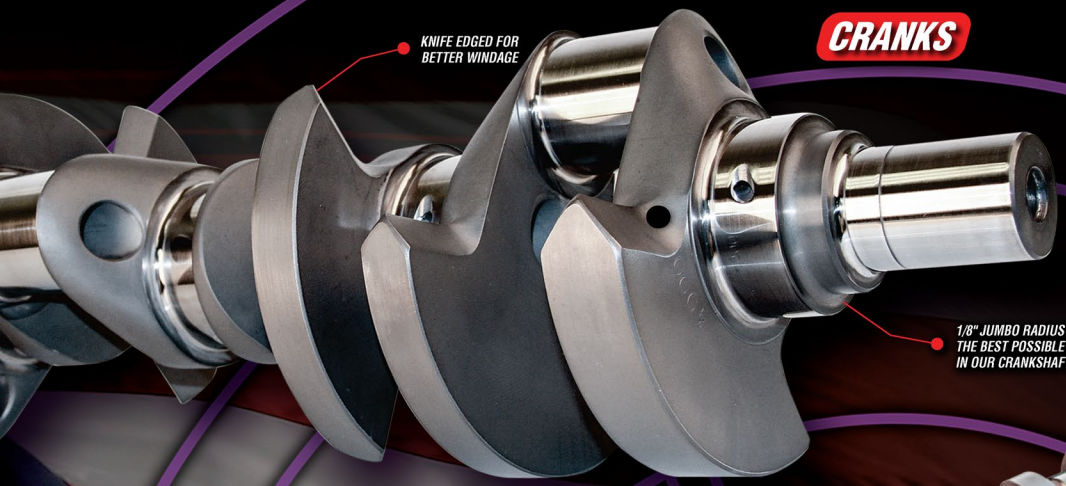


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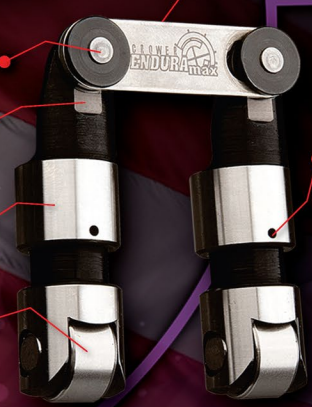


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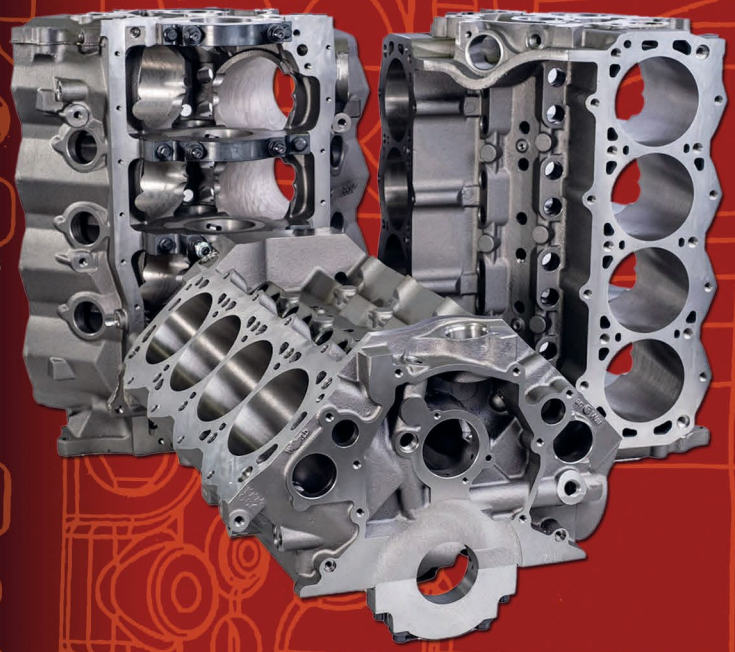
## Man O'War



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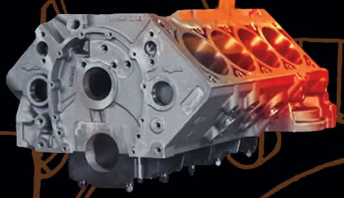

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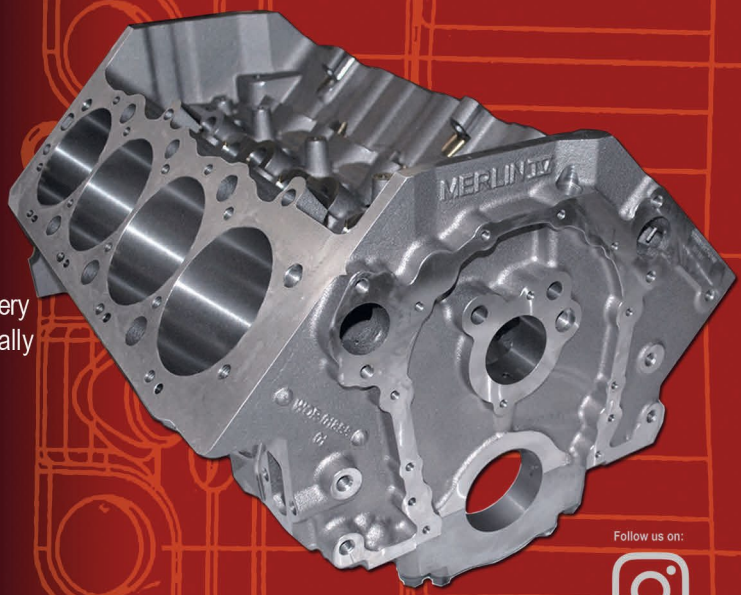


The new MERLIN IV has been completely redesigned for industry leading performance and ease of use. World has made improvements to virtually every area of the new Merlin IV with the goal of producing the most technologically advanced iron BBC block available!

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## LEAD POSITION

We see you, Callies Performance Products! And it won't be long before the Fostoria, Ohio-based manufacturer is joined by countless other PRI Trade Show exhibitors and tens of thousands of attendees at the Indiana Convention Center and Lucas Oil Stadium in downtown Indianapolis. Back on track after last year's Show was shelved due to COVID-19 complications, PRI returns to the Circle City on December 9–11 for what promises to be a Show like no other. Pent-up demand for parts and equipment has only intensified for an already hyper-competitive marketplace. And there's been no slowdown in production, either, as product suppliers have been grinding away all year in anticipation of showcasing their newest and most innovative products for dedicated buyers, media, and more at the world's premier event for motorsports professionals. While our featured Show coverage begins on page 50, you'll also find special PRI 2021 editions of familiar pieces like our Ask the Experts, Editors' Choice, Stop Doing That… columns, as well as a few other surprises throughout this issue. For additional information or to register for the PRI Trade Show, visit pri2021.com.

## PRI FOUNDING MEMBERS:

# IT'S ALL ABOUT ACCESS

PRI Member benefits were on display at the NHRA US Nationals, and more announcements are on the horizon to allow even greater connections with motorsports leaders.

**By Rex Roy**

To get ahead in the 2020s, it's all about access. Access to people. Access to experiences. Access to information. "We created PRI's Founding Member status to provide anyone in the PRI network with unparalleled access to the leaders of our industry, as well as exclusive events and valuable business-related intelligence that's not otherwise available," said PRI President Dr. Jamie Meyer.

Companies recognize this value. To date, dozens have signed on, from billion-dollar corporate giants to local dirt track owners and small PR consultancies. It's a range that, as a microcosm, represents our industry. "Each Founding Member—before they signed on—recognized that access is a key benefit of their membership, and one that's worth paying for," continued Meyer.

Here's one example of how Founding Members are already gaining a return on their investment: A significant number of Founding Members accepted PRI's invitation to attend September's NHRA US Nationals in Indianapolis at Lucas Oil Raceway. The track and PRI rolled out the red carpet to a premium suite. As the sun set, the nitro-burning Funny Cars and Top Fuel classes put on an exciting light show as they ripped off 3-second, 1,000-foot runs in the high 330s.

Founding Members watched from a top-floor suite and rooftop observation deck. The PRI team literally had the best seats at the track. On the rooftop, the unfiltered NHRA thunder put smiles on everyone's faces.

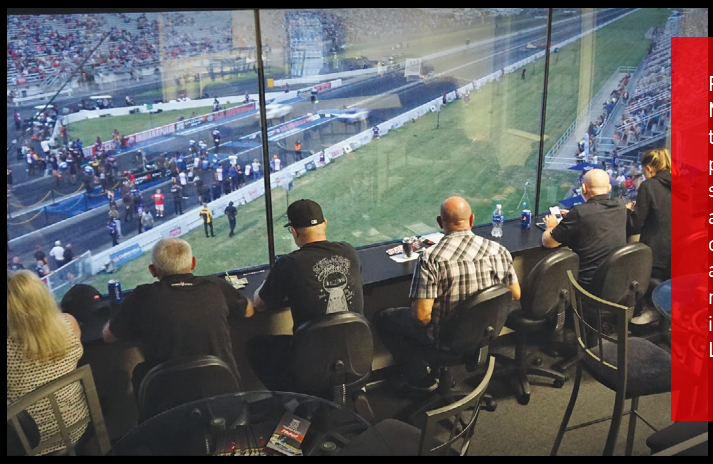
The on-track action was certainly exciting, but Founding Members came to do more than watch NHRA's most talented drivers. With access to PRI leadership, including Dr. Jamie Meyer, and top officials from SEMA, such as VP Sales Warren Kosikov, Founding Members got the inside line on current industry trends, market forecasts and news of important personnel shifts within the industry. Founding Members also connected with each other, exchanged ideas, and planned meetings for the upcoming PRI




From left, PRI President Dr. Jamie Meyer and Brian Dunlap, World Racing Group's Director of Broadcast.




**A number of Founding Members joined PRI for a special networking event during the NHRA US Nationals at Lucas Oil Raceway in Indianapolis in September.**



PRI Founding Members were treated to a premium suite, seen here, and rooftop observation deck as the backdrop to network and take in the program at Lucas Oil Raceway.

Trade Show.

While some of the individuals who attended the US Nationals may have attended the race anyway, many would not have. The opportunity to network was a significant draw, and it was made possible by PRI.

Access matters.

## PRI MEMBERSHIP: PRO, CHAMPION, BUSINESS, FOUNDING

Access begins with the first level of Membership, PRI Pro. Just $40 provides premium access to the PRI Trade Show (December 9–11) in Indianapolis (all attendees must still qualify for the Show), where these members also get free coffee each Show morning and have opportunities to meet racing celebrities. Pro Members will also have access to the posh PRI Members' Lounge. Plus, Pro Members will be on the distribution list for both the PRI eNewsletter and the digital edition of the award-winning PRI Magazine. Importantly, they will also be able to utilize the PRI Job Board all year. Access to events, people and information starts with the PRI Pro Membership.

PRI Champion and Business Memberships receive even more (check out the story on PRI Membership beginning on page 24). In particular, Business Members get unique access to a legal support hotline, a key benefit in today's business/political environment. The performance and racing industry is under attack by the EPA, and PRI member businesses have a new tool to help them flourish despite what's happening in Washington, D.C.

As useful as the Champion and Business Memberships are, the greatest benefits are provided to Founding Members. Unlike the other PRI Memberships that are renewed annually, Founding Members make a 10-year commitment to the community. The total outlay is $25,000, a sum that's absolutely reasonable when paid in yearly increments. Business leaders know that just one tip or piece of economic or legislative information can pay for the investment many times over.

Regardless of level, PRI's Membership opens access to a like-minded community that will help build, promote and protect motorsports. Visit performanceracing.com/membership, where signing up is easy.

Read on to learn why three companies have invested in Founding Member status.

---

*"First, PRI Founding Membership means protecting the racing industry from external threats. Growing the community and lifestyle is the long-term goal."*
*—Justin Cesler, Founder, Driveline Studios*

Driveline Studios specializes in turnkey content creation, social media management and marketing strategy. Working with some of the world's largest OEMs, the greatest automotive trade shows in the world (including the PRI Show), and powerful brands of all sizes, the Michigan-based Driveline Studios team applies the same level of care, attention to detail and strategy to each and every project.



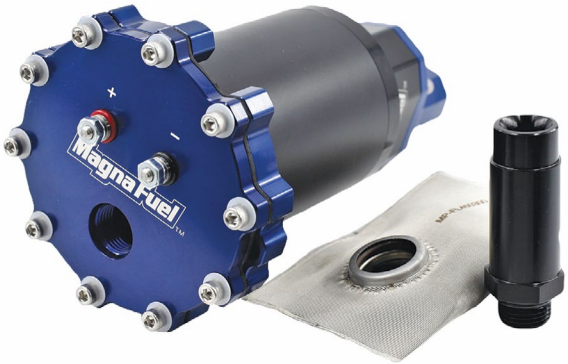
Even if the Driveline Studios name isn't familiar, fans of PRI have seen its work on PRI social channels including, among other things, the photos and videos that support the PRI Road Tour. While the 2021 tally is not yet complete, for the Road Tour 2020, Driveline Studios published some 100,000 supporting photos and 400 videos.

Driveline Studios content and strategy also support brands including supercar company McLaren North America, Chevrolet Performance, GM Defense, BLACKLAKE, Magnuson Superchargers, ADW and many more.

"Becoming a PRI Founding Member wasn't even a choice. It was a 100% 'sign-us-up-right-this-second decision,'" explained founder Justin Cesler. "The racing industry has given so much to Driveline Studios, there was no way we weren't going to give back and support the industry and PRI as soon as we could.

"PRI Founding Membership can mean a lot of different things to different Founding Members. For us, it's about building a community around the performance racing industry and growing that community to be stronger, larger and even more active. We know our membership will pay dividends over time."

*"Protecting USA manufacturing is a major concern for us. Keeping offshore copies out of the market is critical…and lobbying to keep gasoline-burning vehicles in motorsports for the foreseeable future is extremely important."* —*Robbie Ward, President, MagnaFuel*




Most anyone who has built a race car has likely worked with components from MagnaFuel. This manufacturer of high-quality, American-made fuel systems and components is favored across series including NHRA, NASCAR, Formula Drift, desert truck and off-shore boat racing. "While our primary focus is car, truck and marine, even NASA counted on us during the Space Shuttle program," said Robbie Ward.

Now working from the company's 26,000-square-foot Colorado Springs, Colorado, headquarters, MagnaFuel originally launched in 1987 with the ProStar 500 fuel pump. The company now offers a diverse portfolio of related products that are distributed and sold across Europe, the Middle East, Australia and New Zealand.

"Market growth has been fueled by innovation and technology," said Ward. The company's spur-gear electric fuel pumps helped enable NHRA Pro Stock competitors dip into 6-second ETs and surge past the traps at 200 mph. Many NHRA national championships and records have been set by drivers of cars using MagnaFuel products.

"Our company has a 29-year affiliation with PRI, so deciding to become a Founding Member was easy," added Ward.

---

*"World Racing Group and its brands have been a key part of the performance racing industry for nearly 20 years. The business side of racing is key to keeping the wheels in motion, and PRI enables that to happen. Being a PRI Founding Member shows we're serious about this sport we all love."* —*Brian Carter, CEO, World Racing Group*

Some people just know how to put on a show. When it comes to racing on the dirt, the undisputed experts are World Racing Group.

World Racing Group is one of the premier sanctioning bodies for dirt track racing in the United States and Canada. Its business includes the World of Outlaws NOS Energy Drink Sprint Car Series, World of Outlaws Morton Buildings Late Model Series, Super DIRTcar Series Big Block Modifieds, and a vast DIRTcar Racing sanctioning program of more than 5,000 races annually at 120 tracks. In addition, World Racing Group promotes more than 100 events each season from conception through execution, and owns and operates DIRTVision, the leader in broadcasting dirt track racing.




World Racing Group was founded in 2003, yet its traditions and roots are nearly 50 years deep, dating back to the Northeast's DIRT Motorsports, the World of Outlaws and United Midwestern Promoters. All three organizations were brought together to form WRG's foundation.

World Racing Group focuses on entertaining fans, whether that's in person at its events with new big screens and its fan engagement team, or entertaining those watching events at home on DIRTVision. The organization continues to add resources to grow the sport. "We want our fans to have such a good time they bring their friends with them next time, or tell their friends they need to watch," said Brian Carter. "The larger the audience, the more fun our fans are having at the events, the larger the sport will grow. It starts with the competition on the track and carries through to the fans in the stands and those watching at home."

Regarding becoming a Founding Member of PRI, Carter explained, "It shows we care about [our sport's] future. This includes protecting the tools needed to build the components that make up the cars, to those parts and pieces that come together to make these incredible race cars, to the competition, events and fans. Everything has to work together, and when it does, it's very rewarding." PRI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# MEMBERSHIP BENEFITS IN ACTION AT INDY

By Rex Roy

Since PRI President Dr. Jamie Meyer announced the PRI Membership program back in July, thousands of individuals and businesses have joined and earned Member status.

"For the first time ever, all PRI Trade Show attendees and exhibitors are invited to become PRI Members," said Meyer. "Every level of membership—from the Pro Membership for individuals to the Founding Membership for corporations—unites us all to build, protect and promote our industry. Membership is key to our future, and membership will make the PRI Show even more special for those who take this important step."

"PRI Members who attend the Show in December are in for a great experience," said PRI's Trade Show Director Karin Davidson. "We're providing members with exclusive benefits that will give them an even better time in Indy."

Davidson noted that there is a distinction between Show attendees with complimentary Show-only credentials and attendees who are paid PRI Members.

PRI Membership levels and their benefits include:

## PRO MEMBERSHIP $40

- PRI Membership Card & Welcome Packet
- Entrance to the 2021 PRI Trade Show for Qualified Attendees
- Participation in "Save Our Racecars" Legislative Advocacy
- Inclusion in the Performance Racing Political Action Committee
- 10% Discount on PRI Merchandise
- 12 Issues of PRI Magazine Digital Edition
- Subscription to the PRI eNewsletter
- Posting Access on the PRI Jobs Board
- PRI Stickers

## CHAMPION MEMBER $250

- All Pro benefits plus:
- Enhanced PRI Membership Card & Welcome Packet
- PRI Swag Pack available for pickup at the PRI Show at PRI Headquarters
- 25% Discount on PRI Merchandise
- 12 Issues of PRI Magazine Print Edition
- Posting Access on the PRI Jobs Board
- Exclusive Entertainment Discounts and Events
- Additional Exclusive Benefits and Discounts to be announced closer to the Show



## PRI BUSINESS MEMBER STARTING AT $295

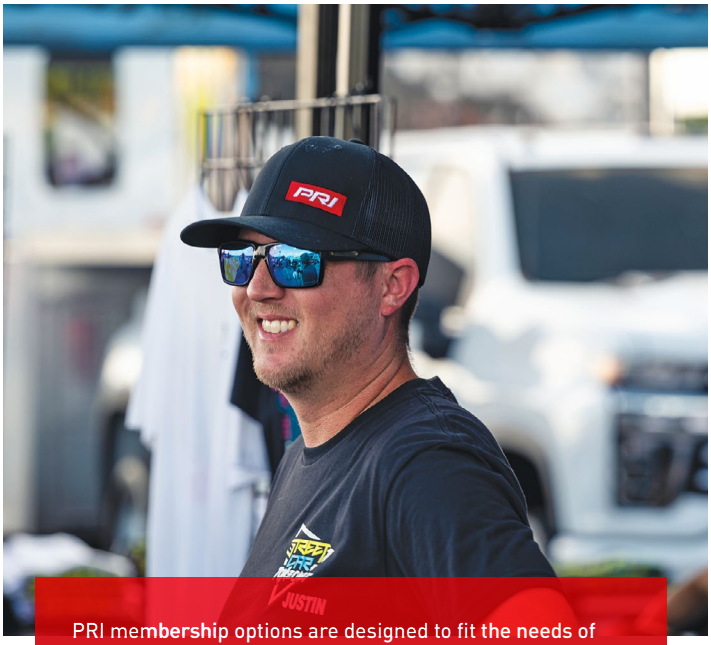
• Save Our Racecars: Contribute to the fight to protect the racing community, and ensure racing continues and grows in the United States and internationally
• Legislative Advocacy: Support the PRI Washington, D.C. office as well as local and state representation for the industry
• Legal Counsel: Get updates, reports, best practices and more information on legal issues affecting the motorsports industry. (Note: PRI does not offer specific legal advice)
• Legal Support Hotline: Access to assistance from PRI staff for insight and information on issues affecting racing businesses
• PRI Education: Educational programming and training for racing professionals and enthusiasts
• Market Research Reports: PRI Business Members will receive exclusive industry reports from PRI covering important topics in the business of racing
• PRI Jobs Board: Coming soon, PRI will offer Business Members a central location to post industry jobs
• 10% Discount on PRI Trade Show Booth Space: Business Members who exhibit at the PRI Trade Show enjoy a significant discount on their booth space
• Plus more: PRI is actively developing additional member benefits that will be rolled out in the coming months




Among PRI's priorities, the preservation and growth of the motorsports industry are top initiatives, noted PRI President Dr. Jamie Meyer. "One step toward that is our commitment to make the Show experience for PRI Members something special," he said, "because the PRI Show is such an important event for the PRI family to come together."

## PRI FOUNDING MEMBER $25,000 OVER 10 YEARS

• All Business benefits plus:
• Exclusive Access to the Founding Members Network and PRI leadership
• An Invitation to the Annual President's Briefing exclusively for Founding Members
• An Invitation to the Inaugural President's Event for Founding Members held December 9 at the PRI Trade Show
• Recognition of the Member's leadership and commitment to the racing community with the Member's corporate name displayed on the Wall of Champions at PRI Corporate Headquarters and company logo displayed prominently in a dedicated area on the PRI website




PRI membership options are designed to fit the needs of everyone in the motorsports community. And, benefits extend to the Trade Show floor. "Each membership level will have a distinct credential that entitles you to some great swag, exclusive members-only areas and some great activities," said PRI Trade Show Director Karin Davidson.




For the first time ever, all PRI Trade Show attendees and exhibitors are invited to become PRI Members. "Every level of membership—from the Pro Membership for individuals to the Founding Membership for corporations—unites us all to build, protect and promote our industry," noted PRI President Dr. Jamie Meyer.

There are membership options to fit the needs of every member of the PRI family, and the benefits extend to the PRI Show floor. "Each membership level will have a distinct credential that entitles you to some great swag, exclusive members-only areas and some great activities," said Davidson. Pro, Champion, Business and Founding Member badges will have unique insignia. PRI Founding Members are provided an exclusive lanyard that will easily identify their status.

Champion Members can show their credentials to receive members-only swag at the PRI Headquarters on the Show floor. But all Members can enjoy special treatment at the Show, like getting a free cup of coffee as you walk onto the Show floor.

After looking through the products at a few hundred booths, many will be ready for a break. Pro, Champion, Business and Founding Member credentials allow access to the PRI Membership Lounge. Situated just off the Show floor, the relaxing and quiet area offers comfortable chairs, charging stations and even meeting rooms. The Lounge will also offer food for purchase.

Back on the floor, Membership grants access to meet-and-greets and photo ops with industry celebrities. Appearance schedules will be posted throughout the Convention Center.

Two additional PRI Trade Show events will be open only to Pro through Founding members. First is the important Performance Racing PAC (Political Action Committee) Party. Held the evening of Friday, December 10, this cocktail event proves that racing isn't red or blue, but red, white and blue. Held at the Quarterback Suite at Lucas Oil Stadium, the event celebrates the progress that's been made in Washington, D.C. regarding the RPM Act 2021, and lays out the challenges ahead for 2022. A donation to the Performance Racing PAC ($100–$150) is required for entry.

Founding Members are also invited to the Inaugural President's Event the evening of Thursday, December 9. A premium event is being developed that will foster networking and business planning for 2022.

*"WITH ALL THAT WE'VE PUT IN PLACE FOR 2021, WE ARE WORKING TO MAKE THE PRI TRADE SHOW A GREAT EXPERIENCE FOR OUR MEMBERS."*

"With all that we've put in place for 2021, we are working to make the Show a great experience for our members," Davidson said. "They're the core of our industry."

At press time, nearly 1,000 exhibitors had signed on, so the Show will be jam-packed. "There's pent-up demand to conduct business and network face-to-face," said Davidson. "This year's event will be the first opportunity for the entire motorsports community to come together under one roof in more than a year, making PRI 2021 a can't-miss event."

"Of the priorities presented by SEMA/PRI leadership, the preservation and growth of the motorsports industry are top initiatives," Meyer added. "One step toward that is our commitment to make the Show experience for PRI Members something special, because the PRI Show is such an important event for the PRI family to come together."

Become a PRI Member now by visiting performanceracing.com/membership, then register for the Show by Thursday, November 18, to receive credentials in the mail. PRI

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# NEWLY APPOINTED

## JIM LIAW

The driving force behind Formula Drift embraces his new role as General Manager of the world's premier events and media company for motorsports professionals, Performance Racing Industry.

**By Dan Schechner, Editor**

Jim Liaw's passion for performance was born from an early fascination with cars—not unlike countless young auto enthusiasts coming of age in 1980s Southern California.

But it wasn't until a visit to one of IndyCar's signature events, the Grand Prix of Long Beach, in the late 1990s that the foundation for Liaw's future would take root, one that would ultimately catapult him to the forefront of a motorsports phenomenon.

Liaw recalled that spring afternoon: "As I'm walking around [the Grand Prix] I start thinking, 'This is really cool—I wonder how they go about organizing an event like this. How do they decide who gets badges, and who gets to go where? How could I become a part of this?' I think that may have been the early perspective."

Fast-forward a few years, and with stints at McMullen Argus Publishing (what is today Motor Trend Group) and Import Drag Racing Circuit—not to mention multiple SEMA Shows, races, and enthusiast events—now under his belt, Liaw's mission took on renewed focus. And a defined plan began to form.

Inspired by the burgeoning import scene, in summer 2003 Liaw and business partner Ryan Sage staged a drifting exhibition at California's Irwindale Speedway. The response was overwhelming—packing grandstands and the surrounding parking areas—and the pair quickly launched Formula Drift in order to continue the momentum. The rest is motorsports history.

Liaw now embarks on a new chapter of his distinguished career, having recently been named General Manager at Performance Racing Industry. As PRI prepares to welcome the racing industry back to Indianapolis for our annual Trade Show, we sat down with the new GM to discuss opportunities, challenges, guiding principles, and the road ahead.

*"WE NEED TO COMMUNICATE THAT GETTING INTO RACING ISN'T JUST ABOUT BEING A RACE CAR DRIVER OR A MECHANIC—THAT THERE ARE SO MANY OTHER FACETS, FROM CONTENT CREATORS AND MEDIA FOLKS AND PR PEOPLE TO EVEN THOSE BUILDING WEBSITES."*



### JIM LIAW

**TITLE:**
General Manager

**ORGANIZATION:**
Performance Racing Industry (PRI)

**HOMETOWN:**
Huntington Beach, California

**FAST FACT:**
Jim Liaw almost became an architect. He was accepted at a handful of universities and colleges—among them, Cal Poly Pomona's architectural program—but he ended up choosing UCLA (for economics) instead.

**PRI:** Why is this position a good fit for you? And why are you a great fit for PRI?

**Liaw:** There's obviously a personal interest. PRI covers the full gamut of racing. And I love motorsports and being able to touch all the different sectors and genres. So, it was really appealing in that respect. I also think, pragmatically speaking, and maybe it's a little cliché, but I've always been a fan first, and so always having that type of perspective of, I'm an end user, I'm a ticket holder, so what do I want from an event, and what do I want from the industry? Thinking about it from that standpoint, how do we service that end user?

Also, looking back [at Formula Drift], we were really bootstrapping it in the very beginning, and so I can relate or be empathetic to a lot of small business owners and smaller event organizers and the struggles they go through. And if a small entity like Formula Drift was able to bootstrap it and think outside the box and be creative and be able to get to this stage, with the footprint it now has nationally and globally…. I'm only imagining if I had the expanded resources of PRI and the team here, and being able to take some of that scrappy, fighting, outside-the-box kind of thinking, and bring that into an environment like this.

It's a matter of how I can contribute to that. Because obviously [PRI] is a well-oiled machine, and as we know the PRI Show has been around for a long time. So, I think just bringing a fresh perspective, access to a lot of newer genres, like drifting

for example, and hopefully bringing that to the industry as a whole.

**PRI:** What are some other strengths you'll bring to this team in the context of benefiting PRI and the motorsports community?

**Liaw:** I'd like to think my strong points are in brand building, and in building an emotional connection. Not just branding and marketing in the sense of metrics, though, but really being able to tell a bigger story. Racing and motorsports is organically and naturally really compelling. There are so many stories, beyond just the driver, that can be told—there are layers of businesses and people that service and participate in this industry. There's a lot there to tell, and because of that, things like depth of emotion…I think that builds on what we're doing going forward in terms of building membership and advocacy. And really using that, again, that depth of emotion, that passion, to bring everybody together for a unified cause.

Also, adaptability. Being able to look at new opportunities, new trends—being able to pivot and adapt where we need to, but of course without sacrificing the roots of what's important.

Going off on a sidebar here, one thing that I studied in college was history; I'm also personally passionate about history. I love it. And that's such a big part of what racing is about—that rich history. So, I'd never want to water that down or forget about it or dismiss it, but rather use that as a foundation while also finding new, emerging trends to add to it.

**PRI:** So, you're basically synonymous with Formula Drift. Now that you're at PRI, what's going to be your involvement with the series moving forward? I know people are curious. Can you talk about that?

**Liaw:** I'm still going to be on the [Formula Drift] Board of Directors, and I can give input from a larger, strategic level. Because I was involved in so many facets of running the series—those are lifelong friends that are there—so I can still provide solicited or unsolicited input. Because whether it's them or any other series, we want them to be fruitful. And now, in this role, we want them to succeed from an overall industry standpoint. So, personally and professionally, I want them to continue to thrive.




Jim Liaw, at left, noted his experience in brand-building as one of the strengths he plans to leverage in his new role as PRI's General Manager. "Not just branding and marketing in the sense of metrics, though, but really being able to tell a bigger story," he said.

**PRI:** What are you most looking forward to in your new role here at PRI?

**Liaw:** It's probably a broad answer, but [affecting] positive change. We've got a Show that has legacy, that's been around for decades and has served the industry well. So, not changing it, but rather enhancing it to the point where we can say it was very good, but now it's even better. And, again, being able to bring that enthusiasm, to work with and touch different sectors of racing. It's also leveraging the support and the resources that are here at PRI and SEMA; to be able to facilitate growth and enhance PRI, and the industry, in different ways.

**PRI:** Short-term, say over the next several months, what do you see as maybe the one or two biggest challenges in front of you?

**Liaw:** Obviously, the ball is rolling in terms of the RPM Act. I think that's one pillar, one priority—to make sure that businesses that service racers, whether they're weekend warriors or full-time professionals, that those businesses that support or rely on racing can continue to do business, and racers can continue to go racing.

The second would be to make sure there are enough places to go racing. If we protect racers' ability to go racing, but they have nowhere to go, it doesn't make any sense, right? So, we need to also protect those places where we can go racing. Too many race tracks in recent years have gone away because of development, or governmental pressure or policies, and that's not good at all.

The third would be that these venues serve as not just an outlet for people that are already in racing, but for bringing new people, young people especially, to the race track to get them off the streets. So it serves not just a commercial purpose, but a community purpose as well.

I think we can also do a better job at promoting the positive aspects of the industry, things like career opportunities and STEM education. We need to communicate that getting into racing isn't just about being a race car driver or a mechanic—that there are so many other facets, from content creators and media folks and PR people to even those building websites. Almost anyone is able to find a career in this industry; this can happen for those with a passion for racing, without having to be a racer.

**PRI:** Looking back, what has been your most gratifying professional accomplishment thus far?

**Liaw:** It's not one thing—it's not a sponsor that we got or a sold-out venue type of thing. When I was able to take a step back, I think what I've found really gratifying has been helping to add new participants to the sport—being able to say that I helped create opportunity for them. And that comes in a lot of different ways. But I think creating opportunity, where you've got an established business that is building race cars and servicing customers, and giving them the opportunity to travel the country and even parts of the world. For someone

like that to say, "Thanks for the opportunity, because otherwise I would still be stuck in some cubicle somewhere. But I am out here racing, building race cars, traveling to race tracks, doing things that I love, and realizing that I can make a career out of this."

**PRI:** What do you enjoy doing when you're not at the race track or working an event?

**Liaw:** Well, my work is actually a big part of it. I do love being at an event, at a track, so it's almost as much of a personal passion. It is a professional passion, too, of course. But I don't have hobbies like playing golf or anything like that. I'm not doing carpentry work on the weekends (laughs).

For me, it's being trackside, but it's also about my home life. I do try to find as much balance in that downtime to just be with my family. That said, I guess you could say traveling is somewhat of a luxurious hobby.

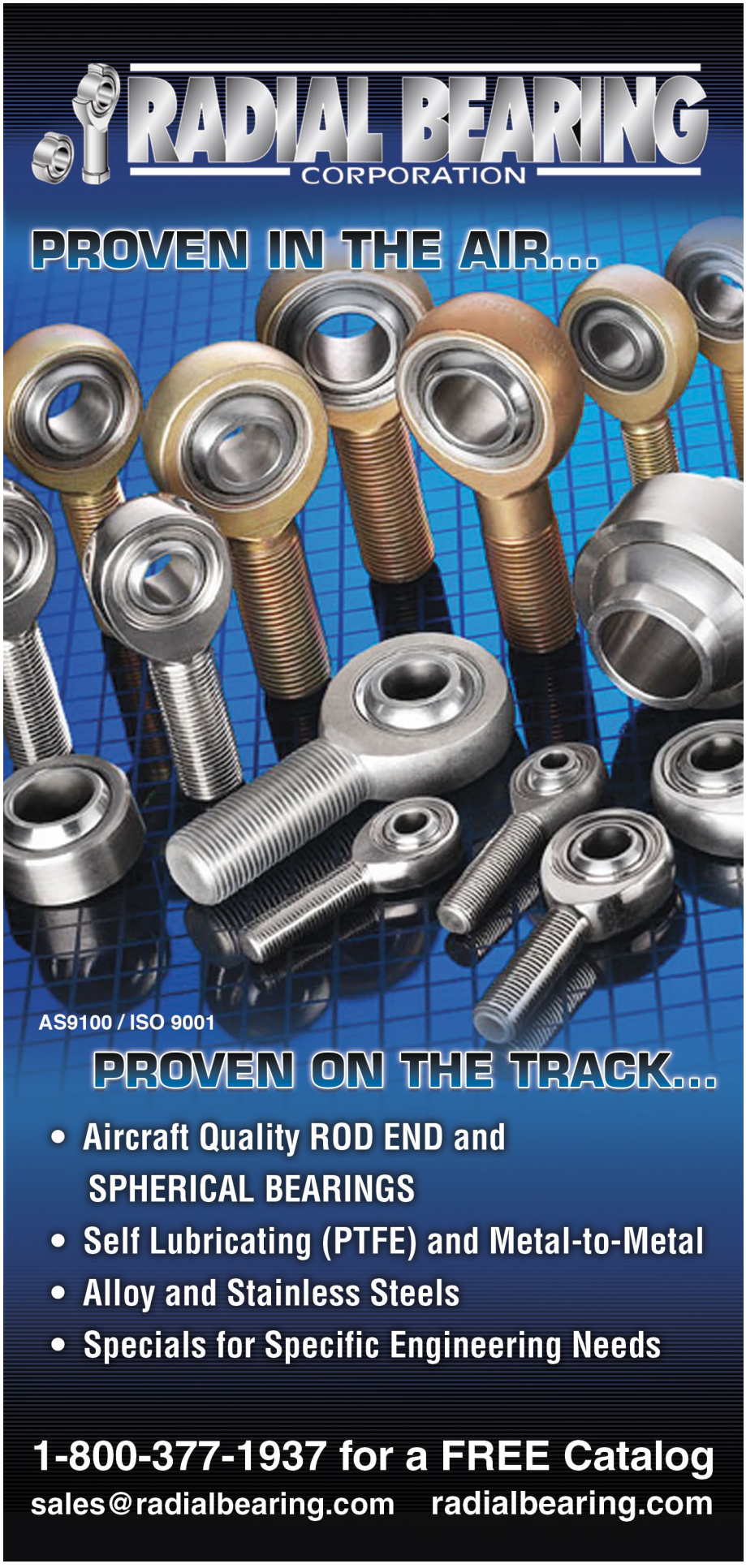
I do also love history and culture, so I like traveling to different places and seeing different things. And I enjoy reading and learning about it prior to going. My kids have been really fortunate to be able to go and see a lot of different places. [Editor's note: Jim is married with two kids, ages 9 and 12.] That's what the extra time and budget goes toward.

**PRI:** Beyond your passion for motorsports, what is something that people don't know about you that helps define who you are as an individual. Maybe it's the appreciation for history and the genesis of things, as you just mentioned. Would that be accurate?

**Liaw:** I think so. I think there's quite a direct correlation, right? As much as I would enjoy learning about, for example, turn-of-the-century Los Angeles, I enjoy learning about the early days of Formula One, or the history of Wally Parks and the early days of drag racing and the NHRA. And it just goes from there, into symbolic race tracks like Spa, or visiting Indianapolis Motor Speedway, when I was there for the first time, and they had recently repaved it, so I was able to buy a little piece of asphalt from the merchandise store, to say this was the old pavement. Things like that…I really love stuff like that.

**PRI:** Past or present, who inspires you and why?

**Liaw:** That's a tough one. Not to be cynical, but…I would say there's a lot of people



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*"WHAT I'VE FOUND REALLY GRATIFYING HAS BEEN HELPING TO ADD NEW PARTICIPANTS TO THE SPORT—BEING ABLE TO SAY THAT I HELPED CREATE OPPORTUNITY FOR THEM."*

along the way that did really great things, or changed the world or the shape of things. But I don't know if I've ever really been drawn to someone where it's like this person is my hero, or icon—you know, poster-on-the-wall type of thing (laughs).

I don't know if there's one person, but maybe I would take positives from a wide variety of people. I could talk about my dad, where I can talk about respect for what he accomplished and draw inspiration from his story.

He had a thriving business back in Taiwan. He had his career, his family, his friends, everybody was there. It was a place he knew. But for some reason he felt like he needed to pick us up and immigrate here, to Southern California. I was six years old at the time.

Just seeing that tenacity, that willingness to start over and do everything again from scratch. He built up his own business here—multiple businesses, actually—and kept them going for two decades before he retired. Just seeing that grit to put ego aside for maybe something better. So, I would draw on that, I think, more than anything else.

**PRI:** Is there a valuable piece of advice, or a lesson you picked up along the way that has served you well through the years?

**Liaw:** It's funny you ask that. There's something my calculus teacher in high school did, and we all thought it was kind of silly at the time, but he always said that later on in life it would click, and it was this: Whenever we turned in our homework, he made us write the word "integrity" at the top of the page, and then he had us sign our name underneath it.

Probably throughout [high school] and then college, I never thought much of it…. It wasn't until I started working that it really began to resonate. You start thinking, "You're right, you know, that makes sense—the things you do, you do with a kind of transparency, and with integrity." And especially in this industry, where it's a small community and you're going to cross paths with people all the time. You just want to make sure you're always being honest and acting with integrity.

**PRI:** Professionally or personally, are there any areas you think you could improve on, or that you want to continue developing?

**Liaw:** I think it's more of the little things that lead to big things. I still have a lot to improve on in terms of time management, both professionally and personally. I think there could be more efficiency overall—being able to spend time with the family, being able to maintain your health, being able to get more work done, being able to get rest so you're not breaking down. I think I could do better with things like that.

Then, as that gets better your personal life gets better, professional life gets better, work quality gets better. Granted, sometimes I still fall into the guilty pleasures of getting stuck on Netflix and things like that. That doesn't help (laughing).

**PRI:** Last question: Besides your cellphone, what's something you can't live without…or something you'd really miss if you had to go without it.

**Liaw:** That's interesting. Well, it may sound like a weird answer, but I really enjoy spending time with my family. I think back to 2020, and that was probably the biggest highlight—my wife and I talk about that all the time—that no matter what kind of craziness is going on around us, with the pandemic or whatever, our family is like a team, a really tight unit. Even if nobody else is around, and it's just the four of us, we're enjoying that time together. If we had to live in, you know, a hut versus our house or something, well, so be it. As long as we're together, that's really all that matters. PRI

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# ASK THE EXPERTS

## QUESTIONS THAT EARN RESULTS

Asking thoughtful and qualitative questions of exhibitors is a key ingredient to a productive PRI Trade Show experience.

**By Drew Hardin**

"Can I have a sticker?"

"Do you know where the restrooms are?"

"Are these valve springs/pistons/shock absorbers (or insert other display product here) free?"

Those who staff booths at the PRI Trade Show are asked numerous questions. Some of them, like the three examples above, aren't exactly conducive to getting business done. But they tend to come with the territory at any sort of trade show.

Other questions get to the heart of what the PRI Trade Show is all about: making racers—and racing—better, faster, and more successful. We polled several experienced PRI Show exhibitors about the kinds of questions they have been asked that are the most effective and, on the flip side of that coin, questions that should be avoided altogether.

### ASK AWAY

"The most helpful questions are when someone comes in with an open mind and asks, 'What's the best thing I can do for my application?'" said Lake Speed Jr. of Total Seal, Phoenix, Arizona. "At that point we're able to say, 'Let's understand the nuances of your application, and your budget, so we can work to a solution that strikes that happy balance between performance, durability, and budget.' We can do that if we come into it from a clean sheet.

"The PRI Show is at the perfect time for this because people aren't too locked into anything," he continued. "It's off-season, rebuild season. If you're looking at making a program better and taking that next step in performance, having more of a clean-sheet approach is the best way to start."

"We encourage people to tell us what they're working on or what they want to build," said Kevin Bailey of Race Winning Brands (RWB), Mentor, Ohio. "It opens the door for our experts to explain to them specifically what they think would work best for what they're trying to accomplish."

"We also invite people to ask us what we think is better about our particular product or brand versus the competition," added RWB's Nick DiBlasi. "That way we can outline all the features and benefits that we have that we think are above and beyond the rest of the industry. It can be hard to convey that in a magazine or other media. It's good to be able to talk to someone and walk them through it."




The PRI Trade Show is a perfect opportunity for buyers and racers to approach exhibitors with an open mind, noted one manufacturer. "If you're looking at making a program better and taking that next step in performance," he said, "having more of a clean-sheet approach is the best way to start."

Many of the questions RWB fields at the PRI Trade Show have to do with troubleshooting, DiBlasi added. "People are stuck. They reach out to say, 'Hey, I'm struggling with this. What am I doing wrong?' That's where our experience comes in. We have an expert in pretty much every type of racing there is. Most of our guys have done it, are still doing it, or have someone in the family doing it, so we have a really good tech support team."

"We get application questions all the time, and they are welcome," said Tom Dustman of Sunnen, St. Louis, Missouri. "Some really drill into specifics, like, 'How fast can I hone an engine cylinder using super abrasives as compared to conventional abrasives?' or 'How do I create a plateau finish?' We don't just sell stuff—we know the applications, and I think that's part of our value-add."

In fact, Dustman said, "We approach these trade shows not on a transactional basis but really as problem solvers, and in some instances as business advisors." A transactional question could be, "What methods would allow me to produce my parts at the lowest possible cost?" The problem-solver question "drills down into a little more detail: 'What machine is the best solution for my workpiece?'" And acting as a business advisor "is at a higher level: 'How can I be more

efficient in my honing operations, given the lack of workforce?' We see all three of those types of questions at trade shows. It just depends on who the prospect is."

## DON'T ASK

"I think the questions we would want to avoid would be related to what I would refer to as confidentiality: 'Tell me how so-and-so does it,'" said Dustman. "That's confidential. For any company that works with us, we won't share whatever methods and things they work with, and we would treat you just the same, Mr. Prospect."

"We get a lot of, 'Do you have more stickers? Do you have more keychains?'" DiBlasi said. "Or they'll ask us where the food is, or where the bathrooms are. We're basically human maps."

On a more serious note, DiBlasi said "people on a regular basis come to our booth, grab our pistons, walk up to us and ask if they can take them. 'Are they free?' Right off the shelf."

The "are you giving free stuff away?" question leads into the topic of sponsorships, questions about which can be good or bad, DiBlasi said.

"Sometimes people will have a legitimate candidate for sponsorship," he added. "They can provide a lot of returns, a great partnership between us. But some people just want free parts."

"The people who are serious about sponsorship will have some kind of documentation with them, a deck or resume," Bailey said. "Or if they don't, they just want to introduce themselves to the person in charge of sponsorship decisions and get their contact information so they can send their proposal through email. The people who are serious won't ask for product up front, they'll just ask for the opportunity to send their information, which is good. That has opened the door for other partnerships. Professional inquiries are welcome. They don't have to be professional racers; they just need to have a professional approach to it."

The opposite of the open-minded approach Speed encouraged is for attendees to walk into a booth looking for an expert to give a stamp of approval to a build that's already set. "Do your research. Have a plan. But don't have that plan chiseled in stone," he stated. "If you come into the booth looking for confirmation that your idea is the right thing, you're wasting your time and our time. Unless you're willing to accept critique of what you've determined is the right combination."

Speaking of time, Speed advised attendees to use it wisely. "You have to realize that the people most of these manufacturers send to trade shows are the most experienced techs they have, people who have been doing this stuff for 20 or 30 years, who deal with the top engine builders," he explained. "If you have 15 minutes of that guy's time, you don't want to spend it having a basic 101 conversation. You can learn a lot of those things by going to their websites, YouTube channels, and things like that. Educate yourself before you get to the Show, so when you take that person's time, you can have a 201 or 301 conversation instead of a 101 conversation." PRI

## SOURCES

**Race Winning Brands**
racewinningbrands.com

**Sunnen**
sunnen.com

**Total Seal**
totalseal.com




# EDITORS' CHOICE

This month's special PRI Trade Show edition highlights several new motorsports-related parts that will be on display in the Featured Products Showcase, located inside Lucas Oil Stadium, during all three days of the event.

## PRO20 CARBON TOP AIR HELMET

### *RACEQUIP*

**racequip.com**

RaceQuip of Riverview, Florida, now offers a lighter, carbon-fiber version of its Pro20 Top Air helmet. This full-face racing helmet has a Snell SA2020 rating. This style of helmet is often called a forced air, blower or pumper helmet due to the provision on the top to attach a fresh-air hose.

"One of the standout features is how unobtrusive the air manifold is," said Roger Mealey. "It's designed to stay below the top of the helmet and out of the way of the rollcage."

The air-inlet barb works with a standard 1.250-inch diameter air hose. Forced air is channeled from the manifold to the forehead area, where it blows downward across the faceshield through molded vents near the eyebrows. Not only does this feature keep the driver's face cool, but it also helps keep the faceshield free of fog.

The helmet incorporates contemporary styling and is constructed with advanced composite production techniques. The shell is formed using pre-preg carbon fiber and Kevlar materials placed into pressurized steel molds.

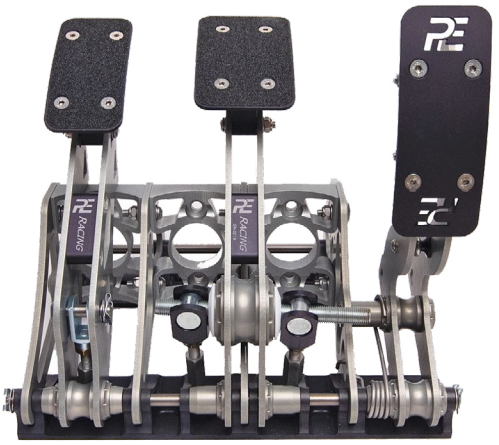
Other construction features include reinforced M6 threaded HANS/HNR inserts that are mated to the carbon fiber shell. HANS or other anchor posts can be attached to the helmet using the inserts. The faceshield is constructed of 3-mm polycarbonate and operates through a red-anodized aluminum pivot kit. The wide eyeport allows the use of personal eyewear. *—Mike Magda*



## BILLET PEDAL BOX

### PE RACING

**peracing.com.au**



Available in either two- or three-pedal configurations, the pedal boxes from PE Racing in Sydney, Australia, are constructed from aircraft-quality billet aluminum and include numerous adjustment features to help racers achieve the best driving position.

"The adjustability of the pedal assembly is unmatched by any other in the market, which is why it's patented," said Bianca Perusic. "The pedal faces are adjustable to suit the driver's style and comfort."

The height, depth and pitch angles of the pedals are all adjustable, along with the pedal ratios. Throttle activation can be by cable or throttle-by-wire. There's also an adjustable brake bias.

The assembly itself can be mounted to a variety of bulkhead floor shapes and angles, and pedal adjustments can be made without removing mounting bolts or modifying the floor shape.

"It took a long time to develop," added Perusic. "When installing previous assemblies, we came across common problems such as getting the position correct without modifying the floor or adding additional weight."

The pedals are designed for all auto racing markets, including road racing, drag racing, sports cars and rally/off-road applications. Weight for the three-pedal model is 2.8 kilograms, or slightly more than six pounds. *—Mike Magda*

## GM DURAMAX L5P DAMPER

### FLUIDAMPR

**fluidampr.com**




Fluidampr of Springville, New York, wraps up its line of Duramax dampers with the release of two models for GM diesels in the L5P platform. One part number fits the 2017–2019 model year, and the other is a dual-pulley version for model years 2020 to present.

"We now cover all the Duramax models," said Brian LeBarron. "This damper has a lot of testing behind it."

For those looking to upgrade a Duramax-powered vehicle, and "mil-spec" is a desirable quality standard, then Fluidampr should be considered. A version of this damper is seeing widespread use across the military on the latest high-performance light tactical vehicles.

"It's a one-piece design that can hold up to an insane amount of horsepower," noted LeBarron.

Benefits of the Duramax L5P damper include protection from torsional vibration over a broad rpm range and less risk of crankshaft failure or wear on critical engine parts. The product is also SFI 18.1 certified.

Both L5P dampers are finished in black zinc chromate, and the timing marks are laser engraved. A pre-drilled bolt pattern allows for an accessory pulley, custom mandrel drive, and damper installer/remover tool use. Fluidampr recommends a high-strength bolt kit for installation. *—Mike Magda*

## BKS1001 BRUSHLESS FUEL PUMP & CONTROLLER

### TI AUTOMOTIVE

**aftermarket.tiautomotive.com**




Racers looking for more versatility and command of their fuel system will appreciate the new BKS1001 brushless in-tank fuel pump and three-step controller from TI Automotive in Caro, Michigan. This high-pressure, high-flow pump is capable of supporting engines up to 1,000 horsepower.

"The BKS1001 is suitable for all performance applications, from a fuel-injected daily driver or resto-mod to the big-tire drag racer," said Andrew Peckham.

The product's foundation is TI's E5LM brushless screw pump. It's managed by a controller with pulse-width modulation (PWM) input capability.

"This pump is known for producing high flow with low current draw," explained Peckham. "The controller is a true three-step module with PWM input control functionality. Full PWM command is achieved by wiring the input to a 100 Hz battery level PWM signal. The controller is also capable of operating at 100% duty cycle or 50% duty cycle."

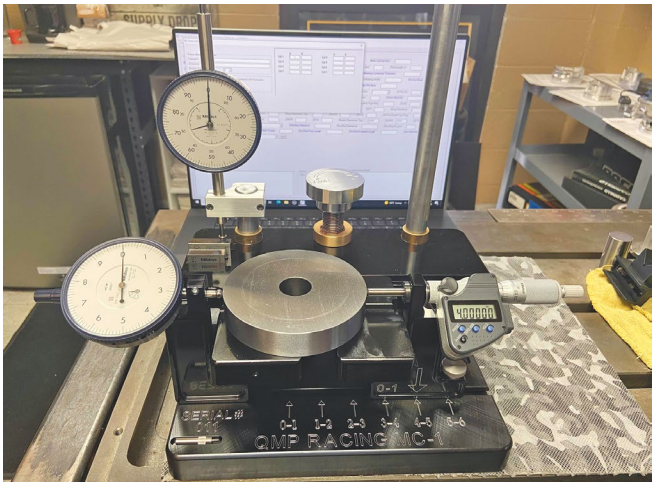
This flexibility allows the user to run 50% on the street and go to 100% for weekend drags or autocross. Or it can run 50% for gas and 100% on E85. The new pump replaces TI part number BKS1000.

"There was an extensive development process to design and validate this product," said Peckham. "The BKS1001 required comprehensive testing to ensure it met TI Automotive's demanding performance standards." *—Mike Magda*

## MC-1 MEASURING TOOL

### QMP RACING ENGINES

**qmpracing.com**




Sealing the cylinder is necessary to achieve maximum power in any race engine, and piston-to-cylinder-wall clearance is a critical factor in that objective. The accuracy of using a traditional micrometer to measure the diameter of the piston is often dependent on the skill and technique of the engine builder. With the new MC-1 measuring tool from QMP Racing Engines in Chatsworth, California, any discrepancy in manual operation will be taken out of the equation.

"Everyone has a different feel of the torque on the spindle of the micrometer," explained Brad Lagman. "With the MC-1, there's a dial indicator, so it doesn't matter how tight the feel on the micrometer. That means if I do it, you do it or anyone, we're all going to come up with the same number."

The MC-1 can be used for measuring piston-skirt diameter, ring groove depth, compression height and dome thickness. It can also be used to measure lifter-bore bushings, lifter diameter, cam bearings or anything that is round up to six inches.

"There's a quick-check feature if you want to measure a set of lifter bushings," added Lagman. "You can do 16 in two minutes, or anything else, like wrist pins, without changing the setup from the piston skirts." *—Mike Magda*

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## BLACK MAGIC PRO MAG 44 MAGNETO

### BR MOTORSPORTS

**brmotorsports.com**




Black Magic Pro Mag 44s are already used by a majority of Top Fuel teams, and a smaller version is popular in the sprint car market. Basically, Black Magic is a blueprinted MSD magneto that creates more spark energy, and it's available in 44-, 20- and 12-amp models. After blueprinting, a 44-amp magneto is capable of generating 52 amps.

"Then you can put more fuel into the engine and make more power," explained Blake Robertson of BR Motorsports, Visalia, California.

The Black Magic treatment is not only available on new magnetos. "We can even take a used magneto and blueprint it to make it a Black Magic," said Robertson.

BR Motorsports' blueprinting process includes a rare-earth magnet upgrade, and more than one pound of copper wire is hand wound inside the magneto. BR Motorsports also makes sure the phasing is correct and that each spark duration lasts 26 degrees.

The BR Motorsports' treatment then includes a black anodized case. The Black Magic can be ordered in either clockwise or counter-clockwise rotation. Finally, the 44 model is equipped with a large pro cap; however, it can be converted to normal size if packaging is a problem. *—Mike Magda*

## ICE WATER

### ENGINE ICE

**engineice.com**




Ice Water is a new coolant from Engine Ice in Cincinnati, Ohio, that is dedicated to most motorsports applications.

"Nothing cools better than pure water," explained Brian Emrich. "But there are two downsides: it's corrosive on aluminum and it doesn't have freeze protection."

Coolant freezing isn't a concern with most race car engines, but corrosion is, along with protecting the environment. Ice Water is sourced and manufactured in-house by Engine Ice, a subsidiary of Kost USA, the largest manufacturer of glycol products in the country.

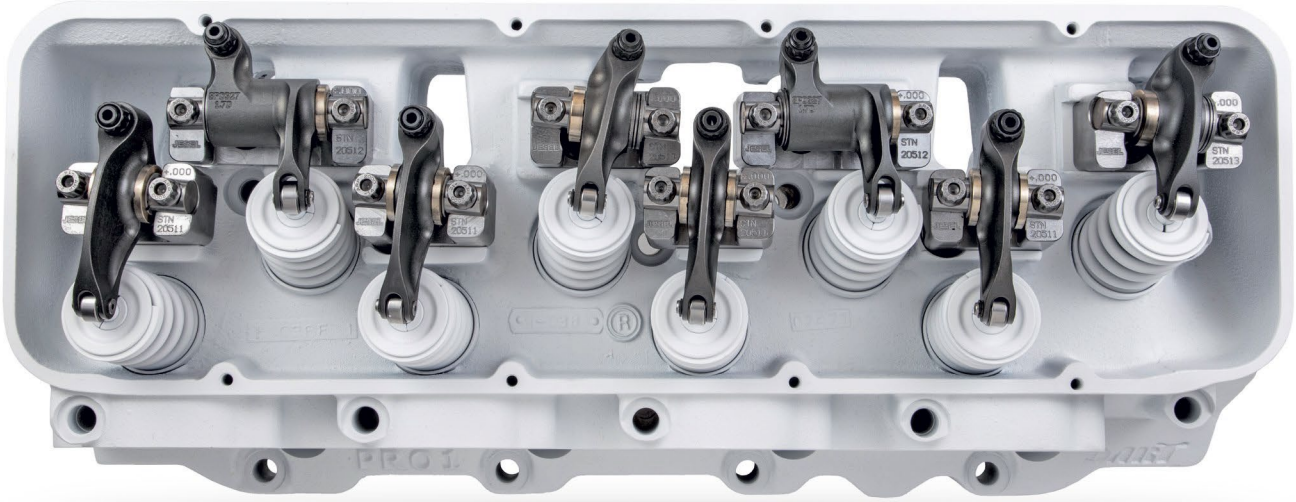
"That gives us access to the R&D from other company projects," said Emrich.

Ice Water is a propylene glycol formula, which is much safer for the environment than ethylene glycol, an ingredient that can be found in other antifreeze products. Ice Water's proprietary formula is premixed, biodegradable, phosphate-free and non-toxic, therefore, it should be legal in most forms of racing.

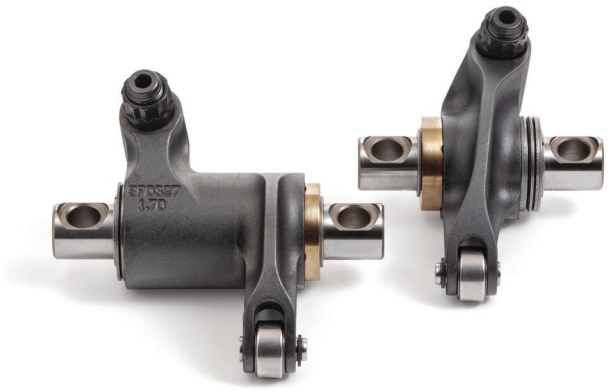
"The formula has a tremendous amount of technology in the additive package," noted Emrich, who cited benefits that include protecting aluminum and seals, as well as superior cooling at higher temperatures than water.

Engine Ice also has coolants dedicated to motorcycles and powersports vehicles. *—Mike Magda*

# ENGINEERED EXCELLENCE



Through extensive engineering and FEA analysis, Jesel Pro Steel Shaft Rockers have less deflection and better moment of inertia than similar aluminum rockers. These advancements in valvetrain stability allow engine builders the opportunity to develop a more aggressive cam profile.



Designed for turbos, superchargers and nitrous applications where excessive exhaust cylinder pressures surpass the limits of an aluminum shaft rocker. Jesel Pro Steel Shaft Rockers are also ideal for oval, road and marine endurance racing where the fatigue resistance of a steel rocker arm is highly beneficial.

CNC machined from premium materials, the heat treated bodies are surface coated to resist rust and corrosion. A needle bearing valve tip roller along with a full compliment needle shaft bearing with thrust washers eliminates friction robbing horsepower and ensures smooth movement throughout the lift cycle. The rockers can be fitted with either our tool steel cup or ball lash adjusters for high lift applications.

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## 18-INCH BRUSHLESS FAN

### DELTA PAG

**deltapag.com**



The electric fan found on the 1993–1996 Lincoln Mark VIII is quite popular with DIYers wanting to upgrade their cooling systems. Not only is it cheap when found in a salvage yard, it's huge at 18 inches in diameter, and it moves a massive amount of air.

"The problem with that fan is that it's very thick and it kills amperage," said John Pairaktaridis of Delta PAG, Astoria, New York, which now offers an 18-inch brushless fan to complement its 12-, 14- and 16-inch models. "Our fan is more efficient and moves a little more air than the Mark VIII. Plus, it's about two inches thinner."

Brushless motors have numerous advantages over their brushed counterparts. They draw less amperage and can be packaged better in tight-fitting situations. Brushless motors do require an electronic control module (ECM), but this also gives them the ability to run at variable speeds—which again can reduce amperage draw.

A digital temperature speed controller is also available for the fan. It provides on-off settings and speed controls for one or two fans.

The Delta PAG 18-inch fan is rated up to 4,100 cfm and is only 2.70-inches thick. *—Mike Magda*

## TITAN8 BATTERY

### XS POWER BATTERIES

**4xspower.com**




Racers looking to reduce vehicle weight should consider the new Titan8 16-volt lithium battery from XS Power Batteries in Knoxville, Tennessee.

"The main objective was to create a lightweight, powerful and safe battery that fits within the current habits and patterns of most racers," said Brady Basner. "One could remove a 50-pound AGM (absorbed glass mat) battery and simply replace it with a 12-pound XS Power Titan8 battery."

The Titan8 is compatible with stock or performance-style alternators and doesn't need a special charger. It's rated at 750 cranking amps and 60 amp hours with 1,000 max amps. Built in a group 34 housing, the Titan8 is a direct fit for most aftermarket battery boxes.

"While the most exciting advantage of the Titan8 is the weight, it's also more powerful and longer lasting than a comparable-size AGM battery," added Basner. "The Titan8 can also use the same charger as a 16-volt AGM battery, and it is alternator capable from 18.2 to 20.3 volts."

Lithium batteries are known for holding a charge and providing better performance in cold weather. They can also last up to five times the normal lifespan of a lead-acid or AGM battery. *—Mike Magda*




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## HYDROSLURRY

### ABS PRODUCTS

**abs-products.com**




Intended for parts restoration, HydroSlurry from ABS Products in Brea, California, was made to produce results with delicate engine components that goes a step beyond many traditional cleaning processes.

"We sell everything from steel grit to plastic glass baking soda in a vapor hone, which is a water and media mixture—a slurry mixture," said Dave Ward. "And that's great for a final cleaning on parts. With aluminum, in particular, it makes the part look brand new. So if you're in the restoration business, or you just want your parts like carburetors, intake manifolds, and valve covers to look fantastic, this stuff will do it."

ABS recommends putting parts through a baking soda cleaning or similar process beforehand to get grease and gunk off of components. Once that's been done, putting that part through the HydroSlurry process afterward will take it to the next level. "It's always a good idea to run the part through some kind of cleaning process first—if you take an extremely dirty part and put it in there, all of that grease and dirt goes into the slurry mixture. HydroSlurry will certainly clean it and make it look like new, but the more you do that, the more quickly the slurry mixture is going to become contaminated and need to be changed out."

ABS Products' HydroSlurry cabinet is 100% stainless steel and is designed to take into account many of the common procedural issues that other manufacturers tend to overlook. "It's completely sealed to prevent any potential leaks," he said. "If you look at the other cabinets that are on the market, you'll notice that they use a trough next to the door to catch the leaks. Well, ours doesn't leak, so we don't need that trough."

The cabinet also features an internal window wiper, Ward noted. "One of the other issues you'll find with a lot of these other cabinets is that you can't see through the window once you start to blast, so we've addressed that here as well. And it's all made in-house here in the US—from the flat sheet metal all the way to the completed part, it's all made here in our facility in California." *—Bradley Iger*

## 1-2-3 COUNT WITH CAR PARTS BOOK

### FAST KIDS CLUB

**eatsleeprace.com**




Introducing the younger generation to cars and racing is now a little easier with the "1-2-3 Count with Car Parts" book. This new board book is written and published by the Fast Kids Club, which is part of the racing lifestyle apparel company Eat Sleep Race based in Edison, New Jersey.

The counting book is the follow-up to "ABCs for Future Race Car Drivers," which won a Global Media Award at the 2019 PRI Trade Show. That book is available in both reader and coloring book editions.

"This is the counting book for newborns up to three," said author Brian Mabutas. "The first book is the best-selling product at our company."

Colorful auto-related illustrations are used to teach the numbers one through 10. For example, one is used with a steering wheel and two is used with twin turbos. Finally, 10 is used for the number of spark plugs in a V10 engine.

The ruggedly constructed board book is designed with a simple point-and-say layout to help build knowledge and confidence in children with repetition.

Mabutas said more books are in the works but wouldn't give any hints as to the subject matter or publication dates. *—Mike Magda*



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# STOP DOING THAT...DO THIS INSTEAD

## TIPS FOR A BETTER TRADE SHOW

Follow these simple action steps to transform your visit to the PRI Trade Show into a successful business venture.

**By Drew Hardin**

With the PRI Trade Show right around the corner, now is the time to finalize plans for an effective and productive Show experience. To help attendees and exhibitors maximize their impact at the Show, we spoke with several seasoned exhibitors and attendees about the mistakes that are often made before, during, and after the Show, and their advice on how to remedy those situations.



### BEFORE-THE-SHOW MISTAKE: LACK OF PLANNING

The most important thing attendees can do beforehand is build a plan for the Show.

"People who haven't been to the Show don't realize just how big it is," said John Catapang of Darton Sleeves, Carlsbad, California. "They should utilize the Show Planner in the PRI app and check out the maps of the Show before they go."

Compared to the simpler layout when the Show was in Orlando, "at Indy you have the front hall, the back hall, people in the side rooms," noted John Verburg of Ferrea Racing Components, Fort Lauderdale, Florida. "So for an engine builder or a racer, if there are certain people they know they want to see, they should download the floor plan and mark where those people are. Not everybody stays in the same place each year."

And be efficient, he added. "If you're there for two days, cover one room one day, the other room the next. You'll walk yourself to death going back and forth between rooms and waste a ton of time."

### AT-THE-SHOW MISTAKE: NOT SPENDING ENOUGH TIME

"There is a lot to see," noted Catapang, "so give yourself enough time to ask questions to learn about what you are interested in."

Mike Leary of Leary Racing Products in Denver, Colorado, agreed. "Spend as much time at the Show as you can," he advised. "If you can handle all three days, do all three days, or it can be hard to see and talk to everyone you want to see. I have a retail store, and I'm direct with 130-some companies. If I spent 10 or 15 minutes with each one, I wouldn't have a lot of time left over."

### AT-THE-SHOW MISTAKE: LACK OF PREPARATION

Because time at the Show is so short, doing some prep prior to walking into an exhibitor's booth can expedite the process for both sides.

PRI attendees are encouraged to develop a plan before arriving on the Show floor. "People who haven't been to the Show don't realize just how big it is," said one longtime exhibitor. "They should utilize the Show Planner in the PRI app and check out the maps of the Show before they go."

"If you're coming to our booth to talk to me, know who we are and what we do," advised Chris Raschke of ARP, Ventura, California. "If you have a question about a fastener, it's important to have your dimensions and all the information about what you're looking for. Don't just say 'I need a bolt for an engine.' While we know about a lot of different applications, we don't know every single one of them. We need your information."

"Know your technical expertise on the product you're trying to investigate," said Verburg. "Lay that out in the beginning so the conversation doesn't go sideways. Racers will come up without their engine builder and ask fairly technical questions that could be above their head. We try to explain, but sometimes they don't really get it. We don't have a problem talking to racers and trying to educate them, but really understand that if you don't know a whole lot about engines, trying to get into detail about why you should run this valve over that valve is probably not the right conversation to be having at the Show. That's a conversation to have with your engine builder."

### AT-THE-SHOW MISTAKE: INSUFFICIENT BOOTH STAFF

Exhibitors, too, can affect results by how they prepare for the Show, said Vic Hill of Vic Hill Race Engines in Mosheim, Tennessee. "If you're visiting a big company or a very successful company, it can take too long to have a conversation. I'll walk by a booth and realize I'd have to

stand there for an hour and a half before I got to talk to whoever I need to talk to." Hill would like to see more people staffing the booths "and more people who understand the product they're selling. A lot of times when we go in a booth and ask a question, there's just one specific guy who can answer that question, and the line to see him is too long. If I had a booth for my engine program, I'd have four people who could answer any question that I could answer. It's about understanding the product they're selling."

## AT-THE-SHOW MISTAKE: INAPPROPRIATE SPONSORSHIP PITCHES

Exhibitors realize the PRI Show is an opportunity for racers to meet with sponsors and potential sponsors.

"If they want to say, 'Hi,' that's fine, but if they're pitching their newest deal, it's not the place," said Raschke. "At the Show I'm inundated with different things. I'll take business cards, but I ask racers to mail us their proposals."

"From the racer side of it, I understand. They thrive on sponsorships," Verburg said. "We have a bunch of guys we do sponsor, and some of them we met at PRI. But the way it's done professionally is a five-minute conversation about what you're doing, if that, and a proposal, which needs to be very specific."

## AFTER-THE-SHOW MISTAKE: LATE OR NO FOLLOW-UP

"Exhibitors see easily 1,000 people during a Show," Catapang said. "It's hard to come back and remember who we talked to, especially since the Show goes right into a holiday. Follow up with the exhibitors you are interested in. It helps us remember who we spoke to."

"Timely follow-up is important," Verburg added, "particularly this year, going into PRI with raw material shortages, manufacturing shut-downs and slow-downs, and everything else that's plaguing us. If we talk at the Show about getting a custom set of titanium valves, calling a week and a half before your first race is not the time to get custom parts. Don't wait until the last minute."

Verburg had one last tip about post-Show follow-up: "Most manufacturers in this industry don't close for the whole week between Christmas and New Year's. Those that do a lot of OE business do, because the factories are all shut down, but most of the manufacturers are not closed that week. If you call, and someone answers, go from there." PRI

## SOURCES

**ARP**
arp-bolts.com

**Darton Sleeves**
dartonsleeves.com

**Ferrea Racing Components**
ferrea.com

**Leary Racing Products**
learyracingproducts.com

**Vic Hill Race Engines**
vichillraceengines.com


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# MAKE THE CASE

## IN-HOUSE SERVICES VS. OUTSOURCING

Outsourcing certain services to trusted partners can provide solutions to challenges like small-batch orders and specialized production. It's an enticing prospect for small businesses that want to expand the range of options they're able to offer to their customers, but it can also open the door to a number of potential surprises.

**As told to Bradley Iger**



**IN-HOUSE SERVICES ADVOCATE:**
Ken McCaul,
Borowski Racing Engines

*"IT'S NOT JUST ABOUT HAVING CONTROL OVER PRODUCTION, IT'S ALSO ABOUT CONTROL OVER THE MARGINS."*

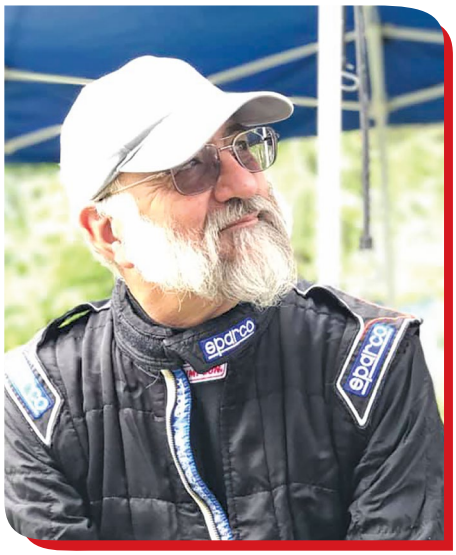
I think there are generally two business models in our part of the engine building world. There are the types that will buy GM engines and dress them up with a power-adder or something like that, but they're still fundamentally GM engines. Our approach is different. We have the capability to buy raw blocks and heads, and with the CNC equipment, we build them up from there. That means we're able to offer engines with parts that are designed for the things that we're doing with them, down to the last bolt.

Having control over how it's machined allows us to do different shapes, different sizes and different openings, and the buck stops here in terms of quality control. But it's not just about having control over production, it's also about control over the margins. Not having to give up a portion of that margin to the porter is a significant benefit. And in terms of production scheduling, the concept of having to wait for every little thing seems a bit scary to me.

Moving everything in-house wasn't easy to do. When I came on in 2010, there were a lot of issues with the equipment and the quality of what we were producing. We basically shut down production for about five months while we got financing and purchased state-of-the-art equipment for things like block and rod machining. I also wanted to give the guys that were here the benefit of the doubt, so I told them that we were going to get new stuff and they would have to learn it. They were excited by the prospect, but within three months of getting the equipment, all of them were gone. I ended up hiring the Rottler sales and service guy to be my machinist—the guy who sold me the equipment.

But that's also when our general approach changed. We decided to focus on things we felt we could do better than other people instead of being generalists who would take on any job that came in. In 2010, we had hundreds and hundreds of jobs come in, but we were doing a 10th of the revenue we're doing now.

Sure, it would be nice to save the seven figures' worth of investment in CNC machining equipment that has allowed us to do this work in-house, but the issue is that there aren't really places that can do this work in the way that we want it done. In the past, we've had to rely on cylinder head companies for CNC work, and that's typically fine for what it is. But it's basically a situation where you either get the one with porting or the one without porting. That's kind of like asking someone if they like the white car or the black car. I've got a lot of ideas about stuff that could be in between.



## OUTSOURCING ADVOCATE:
JR Mitchell, GMT Racing

*"GIVEN THE SCOPE OF WHAT WE DO, THERE'S SUCH A WIDE VARIETY OF PARTS FOR SO MANY DIFFERENT CARS THAT IT WOULD BE REALLY TOUGH TO DO ALL OF THIS IN-HOUSE."*

Our business is focused on ground-up restoration, fabrication, repair and track services for vintage and historic race cars, everything from pre-war Alfa Romeos to Williams F1 cars. We try to specialize in the things that most other shops can't do and go from there.

We do frame repair, wishbone fabrication and general maintenance in-house, but things like upholstery, paint and major bodywork are sent out. Certain suspension components are cast and machined outside of our shop as well. Over the years we've also made a bunch of different components that have been prototyped and CNC machined—lower bracketry for Swift S2s, crossmembers for Formula Atlantic cars, stuff like that.

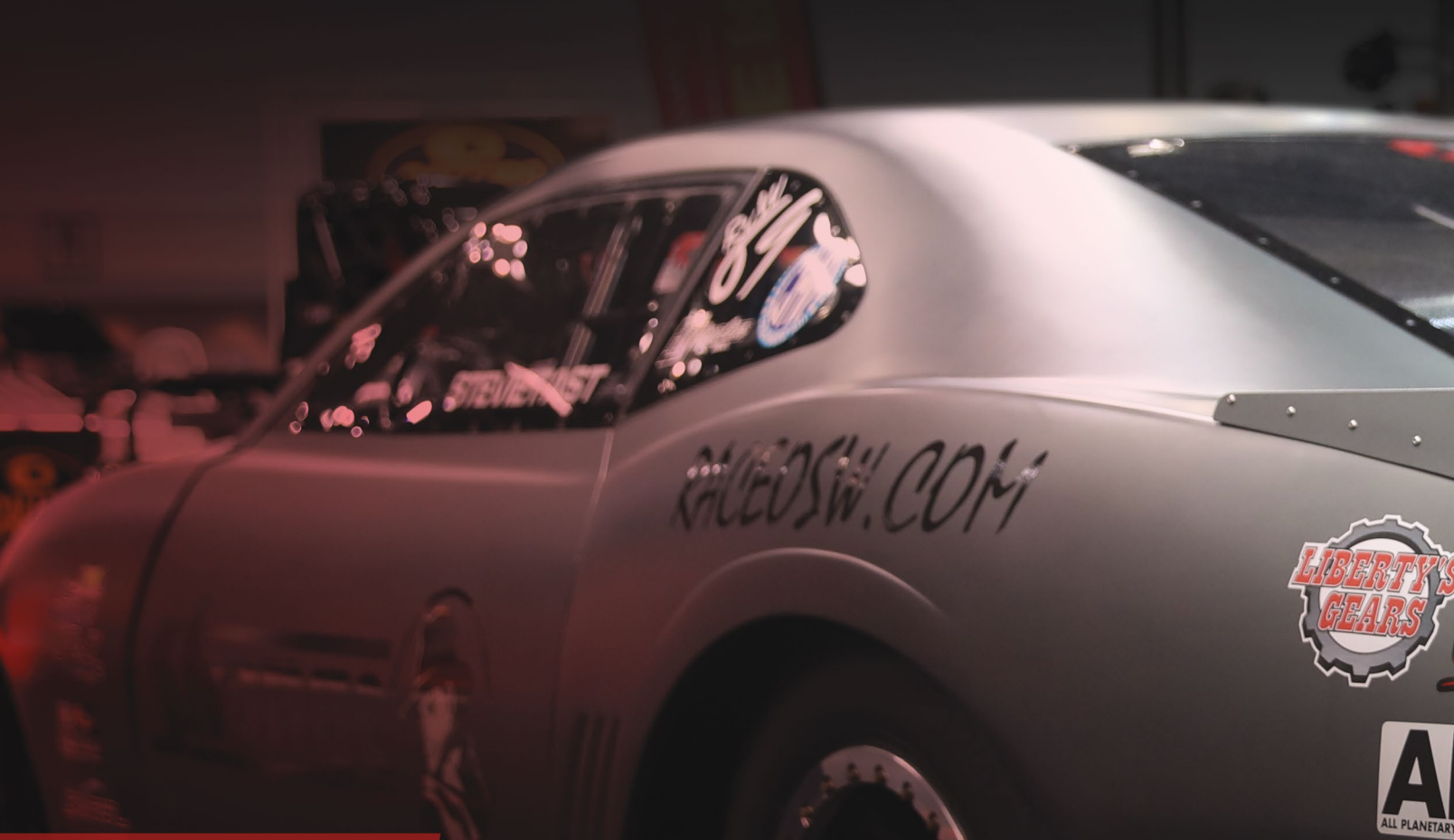
Given the scope of what we do, there's such a wide variety of parts for so many different cars that it would be really tough to do all of this in-house. From a quality control perspective, it also turned out to be a much better option for us to send these jobs out to a shop that does machining in large quantities every day so we can utilize their expertise. To do a production run with close tolerances is an exacting job, and we really need somebody with the proper machines and quality control measures in place. That way when we get the parts, they're as-ordered rather than just close enough.

And the machines are still evolving so quickly. A machine that's 10 years old now is simply obsolete when it comes to tolerances, speed, consistency and even support. I have a guy who builds engines for us. He recently had a problem with his cylinder head machine, and the company wanted to just sell him a new one. These machines aren't cheap.

There are some other interesting advantages to outsourcing, too. For instance, one of the companies that does services for us reached out because it needed some fabrication done for an automation machine it was working on. We were able to knock that out in a pretty short amount of time. The company was happy, and it was something different for us to do.

It's important to partner up with companies that can be trusted, and sometimes that can require a bit of trial and error. It's fortunate for us that our CFO has a long history with local industry, so she knew the right folks to talk to. It's a similar story with the guy who manages our vintage and historic race parts stuff. He already knew a number of smaller shops with different specializations when he came on. We have three or four shops within about 10 miles of here that we use for a lot of short-run jobs, a situation where we need to get something water jetted, CNC machined or something similar. If we need, say, two dozen brackets, they'll knock them out for us quickly, and that allows us to concentrate on what we're good at.

We have considered bringing more services in-house over the years, though. The main draw is priority: Sometimes you have to wait a little longer than you might like to get a part. But at this point, the process we're using is working for us. And if it ain't broke, don't fix it. PRI



SPECIAL REPORT:

# 2021 PRI TRADE SHOW GUIDE

**After a year's hiatus, members of the racing industry are more excited than ever to gather in Indianapolis next month to catch up on new product trends, attend informative seminars, network with contacts old and new, and renew the one-on-one relationships that are so important to this community.**

**By Drew Hardin**

For more than 30 years, the PRI Trade Show has played a critical role in the racing industry, kicking off the next year's racing season with a high-intensity display of new products and information downloads for racers, engine builders, dealers, wholesalers, manufacturers, and others involved in high performance. That role came into sharper focus when the 2020 Show had to be canceled due to pandemic restrictions. Racing business didn't stop, however; if anything, 2020 proved to be a record-setting year for many of the companies that made and sold parts. They had an eager market in racers who, with abbreviated or canceled seasons, spent their downtime improving their vehicles and teams for the inevitable day when racing started back up again.

Yet something was missing, a hard-to-quantify yet invaluable aspect of attending the Show that no teleconference or web video can duplicate: face-to-face contact with others in your tribe.

"The PRI Show is the greatest opportunity for us to market our product," said Peter "Snake" Calvert of CP-Carrillo, Irvine, California.




"There are a lot of different ways that we do that—through printed ads, visiting customers, and by attending races. But the PRI Show is absolutely, bar none, the best form of getting face-to-face with the customer, doing business, and making those personal connections."

"People miss the face-to-face, and that's why I think the PRI Show will be well attended," said Jeff Ladd of Sports Insurance Specialists, Fort Wayne, Indiana. "We want to expand our race team business, and there are a lot of teams walking around the PRI Show. The drivers and crewmen are there doing their business, too, meeting with sponsors. We have a nice target audience there."

"It's a big deal to meet face-to-face with our sponsors," said Erik Schwartz of Schwartz Offroad Motorsportz, Oshkosh, Wisconsin. "These are companies I email and phone 360 days a year, and I've had the ability to meet some of my sponsors face-to-face for the first time at the PRI Show. That one-on-one time takes that relationship to another level."

Calvert, Ladd, Schwartz, and tens of thousands of other exhibitors and attendees will have the opportunity to do just that when the 2021 PRI Trade Show opens its doors for three days beginning December 9. The Indiana Convention Center (ICC) and adjacent Lucas Oil Stadium will be filled with thousands of booths from nearly 1,000 exhibitors displaying their latest products, services, and other innovations—some they've been waiting to debut for more than a year.

"We introduced a new lightweight crank last year called the Ultra Dirt/Oval," said Brook Piper of Callies Performance Products, Fostoria, Ohio. Its planned unveiling at the Show couldn't happen last year, "so we're bringing it to this year's Show to get it out there a little more." It will be in the Callies booth alongside the company's latest offering, a crankshaft for the International DT466 diesel engine used by tractor pullers. "We just have to figure out how to display a 300-plus-pound crankshaft," Piper said, laughing.

New products are a huge part of what makes the Show so important to the industry, but they're just one facet of the total Show experience. Read on to learn about all the activities and events this year's PRI Show has to offer.



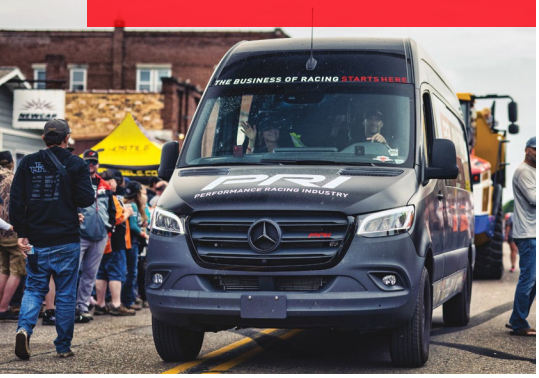

Tens of thousands of attendees and exhibitors will have the opportunity to connect or reconnect in person when the 2021 PRI Trade Show opens its doors for three days beginning December 9.

## WHAT'S NEW

**Membership Has Its Benefits:** For the first time, enrolling in a PRI Membership will be required to attend the PRI Show. Show attendees can sign up for a 2021 PRI Membership at no charge, and they won't have to pay annual Membership dues until 2022.

The reason for the change goes to the very future of racing itself. There's no question that the Environmental Protection Agency (EPA) has racing in its sights, which makes it critical for members of the community to unify and fight against this and any other anti-racing government activity. An important step toward protecting racing will be the passage of the Recognizing the Protection of Motorsports (RPM) Act, a key part of which maintains the legality of converting street vehicles into dedicated race cars.

This year's edition of the PRI Road Tour, which has chronicled events from Pikes Peak and the NHRA Nationals in Las Vegas to the National Tractor Pulling Championships in Bowling Green, Ohio, concludes at the 2021 PRI Show in Indianapolis.




PRI Membership empowers those in the racing industry to take an active role in support of the RPM Act and racing in general. Membership is available to businesses and individuals, with individual Membership offered at several different levels starting at $40 annually. Membership dues help support PRI's legislative efforts, but Members also receive other exclusive benefits, including subscriptions to the digital edition of PRI Magazine and the PRI eNewsletter, discounts on PRI merchandise, and posting access on the PRI Jobs Board.

"PRI Membership creates a unified voice for the racing industry," said PRI President Dr. Jamie Meyer. "Now more than ever, given the challenges the motorsports community currently faces, it is important that we unite to advocate on behalf of the industry."

For more information and to become a Member prior to the Show, visit performanceracing.com/membership.

**PRI Road Tour:** If there was a silver lining to the cancelation of last year's PRI Show, it was the creation of the PRI Road Tour, which sent several leading content creators across the country in search of compelling stories to tell about our racing community. The Tour was such a success that a second Road Tour hit the highways this summer, chronicling events from Pikes Peak and the NHRA Nationals in Las Vegas to the National Tractor Pulling Championships and the Indy Autonomous Challenge. The 2021 PRI Road Tour will end at the PRI Trade Show, where its team will be eager to show off the images and stories they gathered over the past six months.

**Content Creation Center:** For those inspired by the Road Tour to generate their own multi-media stories, a new Content Creation Center at the PRI Show will display the latest in audio/video gear and software. Content experts and social media influencers will be on hand to help teach attendees the most effective strategies for reaching an audience in today's always-on media world.

## PRI TRADE SHOW QUICK FACTS

**Show Dates:** Dec. 9–11, 2021
**Show Location:** Indiana Convention Center and Lucas Oil Stadium, Indianapolis, Indiana
**Show Times:**
**ICC:** Thursday, Dec. 9 and Friday, Dec. 10: 9 a.m.–5 p.m.
Saturday, Dec. 11: 9 a.m.–4 p.m.
**Lucas Oil Stadium:** Thursday, Dec. 9 and Friday, Dec. 10: 8 a.m.–5 p.m.; Saturday, Dec. 11: 8 a.m.–4 p.m.
**Show website:** PRI2021.com
**Show registration/hotel reservations:** PRI2021.com/attend

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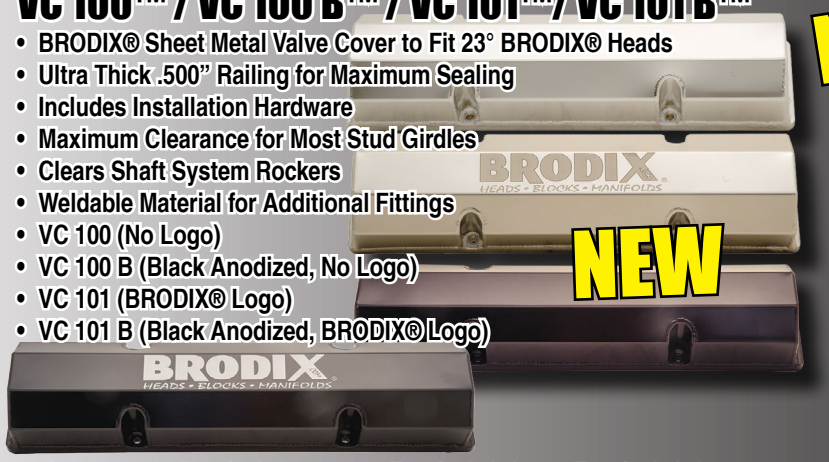


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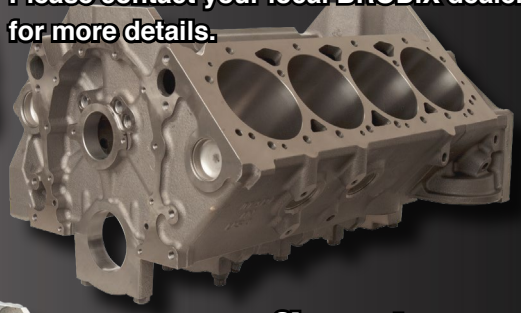

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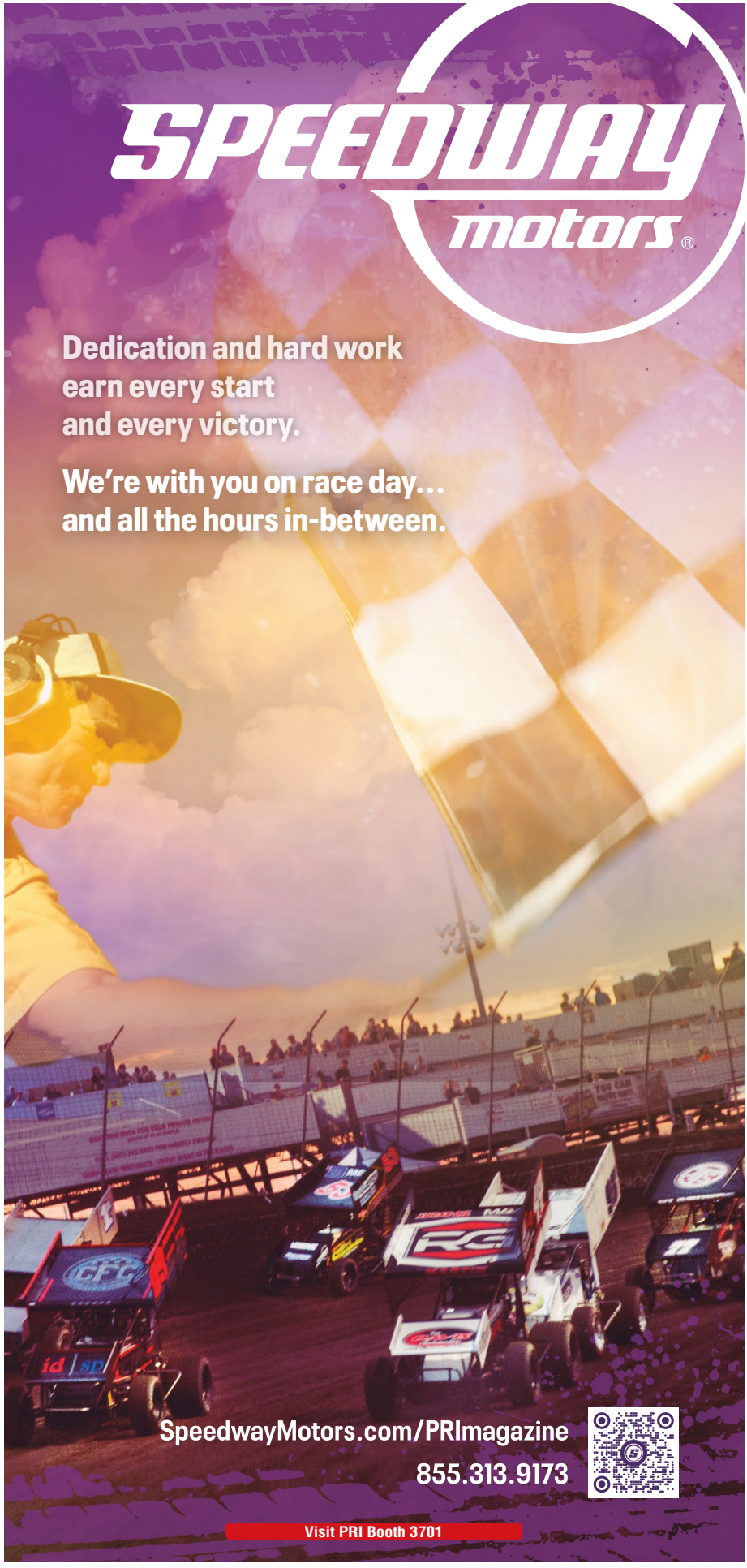


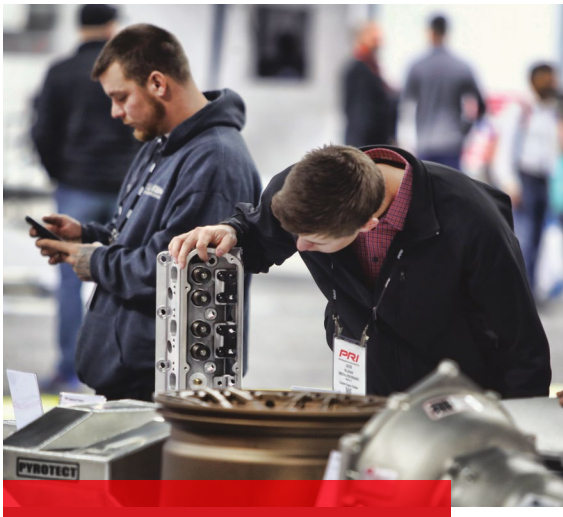

PRI's Featured Products Showcase is a destination zone to explore new race parts and equipment. Located just inside Lucas Oil Stadium, "[it's] my favorite attraction at the PRI Show," said one veteran exhibitor, "and I imagine it is for a lot of other people, too."

**Electric Vehicle Performance Area:** Electric racing is here, and there's little doubt that electrification will do nothing but grow as sanctioning bodies and race teams push the boundaries of what's possible with battery power. An area of the PRI Show will be devoted to displaying a selection of electric vehicles that are already racing, as well as concepts for future electric race series.

## FAVORITES RETURN

**Featured Products Showcase:** Located in Lucas Oil Stadium, the Featured Products Showcase is a special display of the latest, hottest products from PRI Trade Show exhibitors. For many attendees—and media covering the Show—it's a great introduction to can't-miss highlights available for further examination on the Show floor.

"We like doing the Featured Products Showcase because that's yet another chance to drive someone to our booth," said Roger Mealey of RaceQuip, Riverview, Florida. "The Show is so big that most attendees don't get to visit every booth they would like to. When they see something they like in the Showcase, that can prompt a direct visit to your booth."

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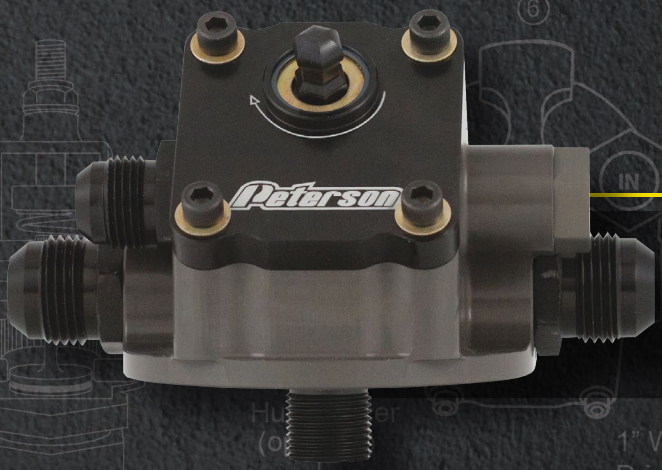


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"It's cool how PRI has it laid out, with products in their own separate room and nicely displayed in show cases," added Brian LeBarron of Fluidampr, Springville, New York. "It's a huge draw for attendees and media, so having a presence in there adds to your booth. It definitely drives traffic. The Featured Products Showcase is my favorite attraction at the PRI Show, and I imagine it is for a lot of other people, too."

*"WE JUST HAVE TO FIGURE OUT HOW TO DISPLAY A 300-PLUS-POUND CRANKSHAFT."*

**Trailer Exhibits:** The cavernous Lucas Oil Stadium is also home to the PRI Show's Trailer Exhibit, where trailer manufacturers from all over the country converge to display their latest tags, fifth-wheels, stackers and more. Gathering all these trailers in one place—indoors, no less—makes it ultra-convenient for racers to compare trailer features and benefits, and talk directly with manufacturer's reps and dealers about customizing a trailer for their specific needs.

**Machinery Row:** Taking up a large portion of the ICC's Yellow Hall, Machinery Row is one-stop shopping for those in the business of shaping metal into racing components.

"Having a concentrated machinery area is extremely important," said David Bianchi of Rottler Manufacturing, Kent, Washington. "It's an environment where machinists, engine builders, and other people who are really interested in machined parts and pieces can go to compare machines and have a good conversation with the manufacturers. It's a great chance to network and a great chance to be front-and-center with our current offerings. Customers can get some good knowledge as to what's really going on in the industry."

**PRI Education Seminars:** The popular PRI Education Seminars offer unprecedented opportunities to learn about the business of racing as well as cutting-edge technology from some of the sharpest, most experienced people in the business.



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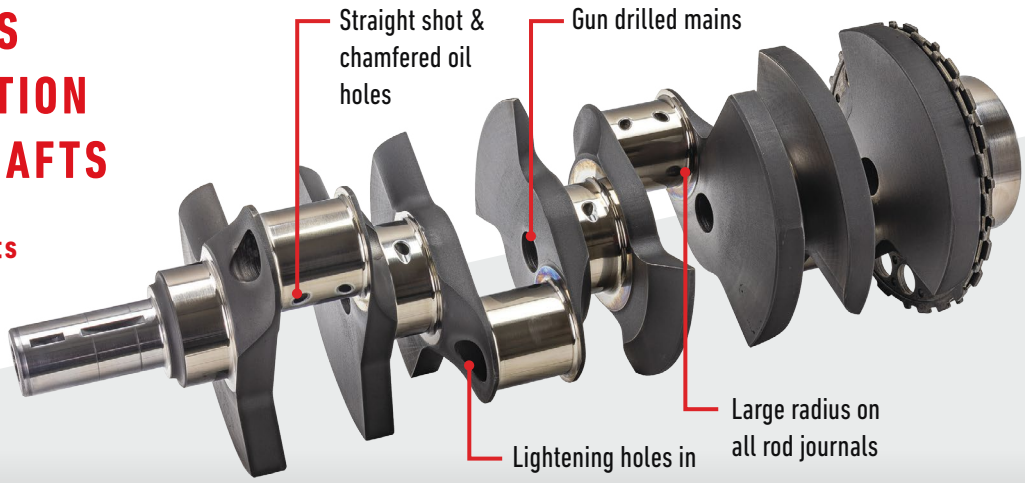


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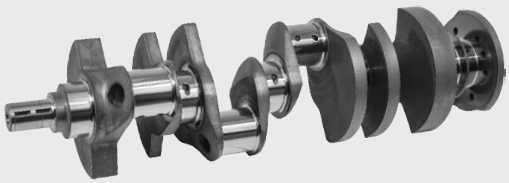

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The vast Lucas Oil Stadium is home to PRI's Trailer Exhibit, where manufacturers from all over the country converge to display their latest tags, fifth-wheels, stackers, accessories, and more.

# ALL-NEW TOPS SPACE AT PRI 2021 DEDICATED TO TRACKS, SANCTIONS

PRI has created a brand-new space at the 2021 Trade Show dedicated to owners, promoters, officials, and staff of motorsports facilities and sanctioning bodies.

Located in the Indiana Convention Center's 500 Ballroom, the Track Operators, Promoters & Sanctions (TOPS) Workroom and Lounge will serve as a headquarters, meeting spot, and break room exclusively for race track and sanctioning body personnel throughout all three days of the Show, December 9–11.

Guests of the TOPS center will have the opportunity to meet in person, talk to others with a common interest, or take a break from the busy Show floor. A portion of the ballroom will be sectioned off to house meeting rooms for groups, state coalitions, councils, and others. The rest of the space will be a less formal social setting with couches, chairs and small meeting tables.

Prior to the Show, track and sanctioning body officials also may be interested in attending the 2021 Race Track Business Conference. Scheduled for Wednesday, December 8, from 9 a.m. to 5 p.m., this year's program once again takes place at the Indiana Convention Center, site of PRI 2021.

For additional information on agenda, speakers, etc., or to register, visit racetrackbusinessconference.com or call 847-853-0294.

This year the slate of seminars is larger than ever and is organized into two tracks. On the business side, topics will include how to build a brand, successful ways to hire and retain employees, mastering social media outreach, managing cash flow, and how to write successful sponsorship proposals. Technical discussions will cover tools to maximize intake and exhaust port flow, performance engine bearings, managing airflow for more power, racing valve springs, EFI tuning, and more. There will also be discussions about the RPM Act, opportunities for women in motorsports, influencers, and how to engage more young people in racing.

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PRI's world-famous Machinery Row is one-stop shopping for those in the business of shaping metal—and other materials—into hardcore racing components.

"The PRI Show seminars are very important for people to attend," said Mike Leary of Leary Racing Products, Denver, Colorado. Leary has both attended seminars and participated in them to share his racing shock absorber expertise. "There is a lot of good, important information, not just for those in the business but also for the actual end users, the racers. You're really hurting yourself by not going. There's way more to gain than most people can imagine."

**Grand Opening Breakfast:** The traditional kickoff for the PRI Show takes place Thursday, December 9, in the Sagamore Ballroom from 7–9 a.m. Mingling with other Show attendees and hearing from what is always an impressive roster of guest speakers is a great way to prepare to hit the ground running at the Show. Having just worked out the details at press time, PRI Trade Show Director Karin Davidson revealed that among this year's guest speakers will be none other than motorsports icon Roger Penske!

**One-on-One:** For those looking to renew and build on those face-to-face connections they've missed since the last Show, just being at the ICC and Lucas Oil Stadium during Show hours can open doors for business and racing opportunities.

*continued on page 64*



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# NEW PRODUCT SNEAK PEEK

Here's a brief description of the new products that exhibitors who contributed to our guide plan to bring to the 2021 PRI Show:

**Callies Performance Products** of Fostoria, Ohio, is entering the tractor pulling segment with a new crankshaft for the International DT466 diesel. "We're in farm country, and we know how to make crankshafts, so here we come," said Brook Piper. "They're monsters at 44 inches tall and 300-plus pounds. We invested in a couple of mill turns, and the mill turn that we're making these big ones on can make a crank 40 inches in diameter and 20 feet long."

**DRP Performance Products** of Rocky Mount, Virginia, will launch an education program called DRP University, said Lynnie Doughton. It's a four-year course, available online and in-person, that will "teach race teams how the race car works." The focus will be on "chassis setup, suspension dynamics and handling, information that's typically not available unless you go out, spend money, and learn through trial and error." The course is primarily directed at asphalt and dirt circle track racing, but other forms of racing can benefit, too, Doughton said. "Our goal is to speed up the process and let race teams learn decades of knowledge in a much shorter period of time."

**Fluidampr** of Springville, New York, is introducing two new dampers this year, said Brian LeBarron. "One that's getting a lot of attention right now is for the Duramax L5P, the latest Duramax engine. We'll have two damper variations, one for the 2017–2019 engines and one for 2020–current. The second damper is for the Nissan RB25DET NEO engines. Restrictions have eased, and so people are bringing old Skylines into the States. They're affordable and an easy engine to get into drifting with, so we've had a lot of requests for that."

**Forgeline Motorsports** "just got into drag racing," said David Schardt of the Dayton, Ohio-based wheel manufacturer. "We've been in road racing for 25 years, and we released our first beadlock wheels for drag racing in 2019. We're hoping to expand that with a lot more sizes, more styles, and more options we didn't have in 2019."

**Palmgren** will have an affordable new welding machine "that can do MIG, TIG and stick, 110- or 200-volt, so people in a garage can use it," said David Yonkers. Also coming to the Show from the Naperville, Illinois, company, is "a new line of drill presses that are really big. The smallest drill press in our line will be 20-inch. This is for big fabricating stuff. It probably won't be used in a garage, but we want to get the word out that we have them."

David Bianchi said **Rottler Manufacturing** of Kent, Washington, is coming to the PRI Show "with a big black box. We're going to unveil something at the Show that will be very exciting. It's something we've never offered before, and we think it will appeal to the masses. Our plan is to unveil it Friday during the Show. The people at PRI don't know about it. None of our sales reps know about it. It's literally going to hit them between the eyes."

**Sports Insurance Specialists** in Fort Wayne, Indiana, will be at the Show to market its new Competitive Advantage Program, said Jeff Ladd. "It's a high limit medical program specific to drivers and crewmen. They can buy it on their own, and it would go above what any sanctioning body provides through their memberships or what a regular Friday or Saturday night track does through a release form." *—Drew Hardin*

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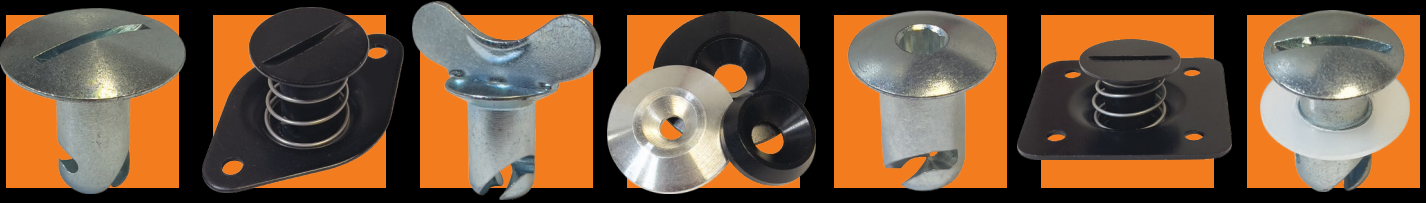

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***continued from page 60***

"I'm always looking for an opportunity to make a new connection," said Matthew Hurlbut of SpeedFactory Racing, Tacoma Washington, which specializes in drag racing Hondas and Acuras. "Not just continuing our relationships that we've had with people and businesses over the years, but looking for a new relationship. Maybe there's an opportunity for us to connect with Company X and do some business."

To that end, Hurlbut recommends "talking to everybody you possibly can. You never know where those conversations can go. You need to talk to as many people as possible, soaking in all the knowledge you can while you're there."

There are venues to gather off the Show floor and network, starting with the PRI Exhibitor Reception on Wednesday, December 8, from 5–7 p.m. in the Lucas Oil Stadium Concourse. All show attendees are invited to attend the PRI Happy Hour on Thursday, December 9, from, 5–7 p.m., also in the Lucas Oil Stadium Concourse.

As in years' past, register to attend the PRI Trade Show by November 18 to receive your badges in the mail before December 9. Visit performanceracing.com/trade-show/attend to register. And just a reminder, the Show is only open to PRI Members starting this year. For more information, visit performanceracing.com/membership.

## STAYING HEALTHY

As of this writing (in early October), the situation with the COVID Delta variant was in a state of flux, so PRI is following all recommendations and requirements from Dr. Virginia Caine, director of the Marion County Public Health Department. PRI has published a Know Before You Go page on the Show's website (performanceracing.com/tradeshow) with recommended health and safety measures. In addition, the Official Tourism Site of Indianapolis (visitindy.com) has up-to-date COVID information and health protocols, as does Indiana's COVID webpage (coronavirus.in.gov).

## TIPS FOR AN EFFECTIVE SHOW

We polled seasoned PRI Show exhibitors and attendees and asked them for tips and strategies to maximize effectiveness at what many think is an all-too-brief Show.

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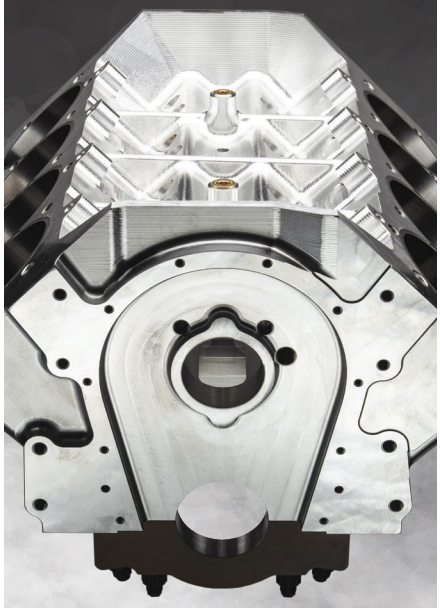

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The Trade Show's education program offers some two-dozen seminars and workshops encompassing both business and technical training across a wide range of subjects.

"Plan, plan, plan" was the most-given piece of advice for attendees. "You'll never see anything if you just wander through there," noted David Schardt of Forgeline Motorsports, Dayton, Ohio. "Figure out ahead of time what it is you're trying to accomplish, make a list of the vendors you want to see beforehand, and then track them down and figure out where they're at."

Many exhibitors recommended using the online PRI Show Planner (available at PRI2021.com) to conveniently map out each day's activities.

"The Show Planner works fantastic," said Donald Yonkers of CH Hanson/Palmgren, Naperville, Illinois. "If you're going for specific parts from specific people, that's the way to do it. Otherwise it could take you all day to find them."

Another universal recommendation when planning: See who and what you need to see early. "Two years ago, I talked to one of our sponsor reps on Friday, and he was getting ready to leave," Schwartz recalled. "There's no guarantee the people you want to talk to are there every day. So get there early, talk to people, and if you've talked to everyone that you wanted to talk to, that's when you can walk the floor."

*"YOU NEED TO TALK TO AS MANY PEOPLE AS POSSIBLE, SOAKING IN ALL THE KNOWLEDGE YOU CAN WHILE YOU'RE THERE."*

"Get in there and ask questions," recommended Rottler's Bianchi. "Exhibitors are there for a reason, and that is to take the time with customers and peers in the industry to communicate what we're doing. As an exhibitor, we love the questions. We want to talk to customers, doing everything we can to keep things upbeat and show where things are going. There's a lot of exciting things in the high-performance racing market right now. A lot of new technology coming out, too."

Lynnie Doughton of DRP Performance Products in Rocky Mount, Virginia, had a tip to help with negotiating the ICC's crowded halls, "kind of like what you would do at Disney World: Whatever most people do, do the opposite. There's a flow of traffic at the Show, and often the flow starts in the first room. That's where most people come through first, and it gets crowded first. Smart people will go the opposite direction," such as starting in Lucas Oil Stadium and then working through the Yellow and Green halls.




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To Dan Chervenak of DLC Racing Equipment in Fairport Harbor, Ohio, the PRI Show "is like Christmas for an auto nut and racing enthusiast like me." He collects so many catalogs, brochures, and other pieces of information that he's found the exhibitor bags handed out at the Show and even a backpack can't hold it all. "Get a small travel suitcase on wheels and bring it with you. Then you can get all the catalogs you can grab while you're there, of all the different companies you might be interested in to get a better, more informative look at their business."

Much of the advice directed at exhibitors had to do with booth staffing.

**Suppliers are more than ready to meet with buyers, answer questions, and showcase their parts and services for a captive audience. "We're going there to support the folks at PRI, support the industry, and put on a good show," said one longtime exhibitor.**

"With the influx of racers coming to the Show, we bring additional staff to cover the waves of booth traffic," said RaceQuip's Mealey. "When those rushes occur, and people are waiting in line to see you, that visit may be your only chance to talk with them. If they have to leave, they may not be able to make it back. So try to have your bases covered."

"Bring enough people to where people don't have to wait to talk to you," added CP-Carrillo's Calvert. "It's another plane ticket and another mouth to feed, but if you end up picking up more customers from having more people available, it's a win-win situation."

Bianchi said, "We're going there to support the folks at PRI, support the industry, and put on a good show. We hope to take a lot of machine orders. What I'd like to accomplish is a record show, more machines sold than we ever have. And I hope the same for the other exhibitors."

*"GET THERE EARLY, TALK TO PEOPLE, AND IF YOU'VE TALKED TO EVERYONE THAT YOU WANTED TO TALK TO, THAT'S WHEN YOU CAN WALK THE FLOOR."*

"I wish more race teams would put the PRI Show on their to-do list," added Doughton. "The amount of information they can learn and pull from a day or two at that Show, they can't replace that. They're going to see stuff they'd never see without coming to the Show. The ones that do come, always come. They know how important it is. They're absolutely getting an advantage over those that don't come." PRI

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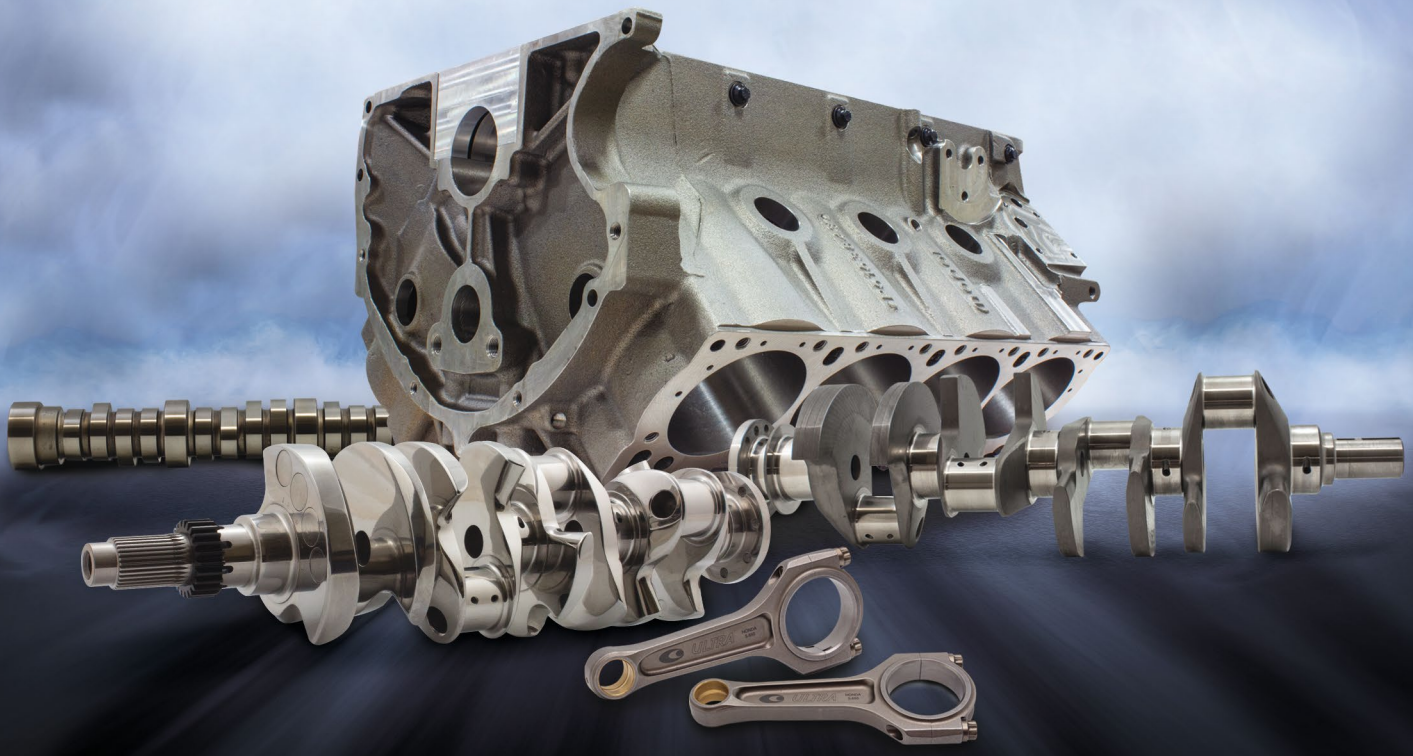

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# PRI TRADE SHOW EVENTS

## EVENTS

### RACE TRACK BUSINESS CONFERENCE (RTBC)

**Wednesday, December 8**

Meeting Rooms 201–203

–

The Race Track Business Conference (RTBC), presented by the *National Speedway Directory*, focuses on cutting-edge presentations about the current status of motorsports. RTBC gives attendees an opportunity to encounter new vendors and learn about innovative products and services they are using at their track or in their series, gain insight from the experts on how they view the economic challenges of the industry, and learn winning strategies from industry leaders. To register or for more information, visit racetrackbusinessconference.com or call 847-853-0294. Fee to attend.

### INTERNATIONAL COUNCIL OF MOTORSPORT SCIENCES (ICMS) ANNUAL CONGRESS & RACE TRACK SAFETY PROGRAM (VIRTUAL)

**Wednesday – Friday, December 8–10**

**8:00 a.m. – 5:00 p.m.**

–

The ICMS will hold its annual two-day Congress on Wednesday and Thursday with scientific and medical presentations held virtually. Friday's focus will be on track safety worker training and presentations, also virtually. Fee to attend.

### EXHIBITOR RECEPTION

**Wednesday, December 8**

**5:00 p.m. – 7:00 p.m.**

Lucas Oil Plaza

–

After a busy day of setting up the booth, connect with fellow exhibitors while enjoying complimentary appetizers and refreshments at the annual PRI Exhibitor Reception. Stop by Lucas Oil Stadium to unwind before kicking off the three biggest business days in racing at the Indiana Convention Center. No charge.

### FEATURED PRODUCTS SHOWCASE

**Thursday–Saturday, December 9–11**

Lucas Oil Exhibit Hall

–

This popular destination point provides a glimpse at some of the latest parts and equipment from PRI Trade Show exhibitors all in one single location. Preview scores of items just off the Trade Show floor inside Lucas Oil Stadium, which will be open throughout all three exhibit days of the PRI Trade Show.

### HOT RODDERS OF TOMORROW

**Wednesday–Saturday, December 8–11**

**9:00 a.m. – 5:00 p.m.**

Rooms 125–128

–

Support the future of engine building and root for high school teams at the Hot Rodders of Tomorrow (HROT), where they will tear down and reassemble engines in a timed competition to determine a champion.

### GRAND OPENING BREAKFAST

**Thursday, December 9**

**7:45 a.m. – 9:00 a.m.**

**(Doors open at 7:00 a.m.)**

Sagamore Ballroom

–

Start off the PRI Trade Show with a hot breakfast, then sit back and enjoy the traditional kickoff program featuring a very special guest. Trust us, this is one Grand Opening Breakfast you won't want to miss. Doors to the Sagamore Ballroom open at 7 a.m., and seating is on a first-come, first-served basis. No charge.

### PRI HAPPY HOUR

**Thursday, December 9**

**5:00 p.m. – 7:00 p.m.**

Lucas Oil Plaza

–

All PRI Trade Show attendees are welcome at the annual PRI Happy Hour as they enjoy live music, complimentary beverages and appetizers, and the camaraderie of racing professionals. This informal free gathering will be held in Lucas Oil Stadium immediately following the close of the PRI Trade Show's first day of exhibits.



## EXHIBIT HALL ADDRESS

**Indiana Convention Center**
**100 S. Capitol Ave.**
**Indianapolis, IN 46225**

## PRI TRADE SHOW DATES & HOURS

**Thursday, December 9 ..... 9:00 a.m. – 5:00 p.m.**
**Friday, December 10..... 9:00 a.m. – 5:00 p.m.**
**Saturday, December 11 ..... 9:00 a.m. – 4:00 p.m.**
(Exhibits in Lucas Oil Stadium Open at 8:00 a.m.)

# NEW SHOW FEATURES

### COMPLIMENTARY DAILY COFFEE SERVICE

Thursday–Saturday, December 9–11
7:00 a.m. – 10 a.m.

–

Begin your day with a free fill-up of coffee. As you enter the Trade Show floor you will be greeted with a hot cup of joe to get you charged up for the day.

### GOODYEAR EXPERIENCE

Thursday–Saturday, December 9–11
8:00 a.m. – 7:00 p.m.

–

When walking between the Indiana Convention Center and Lucas Oil Stadium, puruse a collection of cars from Goodyear Racing and its partners, which will be on display in the Lucas Oil Stadium connector.

### TRACK OPERATORS, PROMOTERS AND SANCTIONS (TOPS) WORKROOM & LOUNGE

Thursday–Saturday, December 9–11
8:30 a.m. – 5:30 p.m.
500 Ballroom

–

A dedicated space for all owners, promoters, officials, and staff of motorsports facilities and sanctioning bodies will provide an opportunity to meet in person, talk to others with a common interest, or just relax. Meeting spaces and comfortable couches will also be available for track personnel. And don't miss the special Happy Hour for track operators, promoters, and sanctions on Friday, December 10, from 4:30 p.m. to 6:00 p.m.

### CONTENT CREATOR AREA

Thursday–Saturday, December 9–11
9:00 a.m. – 5:00 p.m.
Wabash Ballroom 1–3

–

With the rise of social media influencers, and content being key to success for many motorsports businesses, this new area at the PRI Show allows you to meet social media influencers and see the latest products in content creation.

### ELECTRIC VEHICLE (EV) AREA

Thursday–Saturday, December 9–11
9:00 a.m. – 5:00 p.m.
Wabash Ballroom 1–3

–

Each new race season brings more attention to electric vehicles and their growing presence in the sport. Stop by to see current EV race vehicles, plus learn about the latest in EV technology.

### PRI HQ

Thursday–Saturday, December 9–11
9:00 a.m. – 5:00 p.m.
Booth 952

–

The hub for all things PRI. Check out PRI Membership, PRI Road Tour, PRI Magazine, and PRI PAC. Special guests will be stopping by throughout the weekend for autographs and pictures.

# PRI EDUCATION

## THURSDAY, DECEMBER 9

10:00 a.m. – 11:30 a.m.
### 3D COMPUTER FLOW ANALYSIS SIMULATION OF PERFORMANCE INTAKE & EXHAUST PORT
Dan Agnew, EngSim Corp.
Meeting Room 236

10:00 a.m. – 11:30 a.m.
### BUILDING YOUR BRAND & BUSINESS SIMULTANEOUSLY
Christopher Salem,
CRS Group Holdings, LLC
Meeting Room 233

1:00 p.m. – 2:30 p.m.
### COMPETING FOR QUALITY: HIRING & EMPLOYEE RETENTION
Ed Krow, Ed Krow, LLC
Meeting Rooms 231–232

1:00 p.m. – 2:30 p.m.
### CONVERTING SEARCH TRAFFIC INTO SALES TRAFFIC
Jason Dodge, BlackTruck
Media + Marketing
Meeting Room 233

1:00 p.m. – 2:30 p.m.
### PERFORMANCE ENGINE BEARINGS: FUNDAMENTALS & DESIGN
Dan Begle, MAHLE Aftermarket
Meeting Room 236

2:00 p.m. – 4:00 p.m.
### AIR SPEED IN ICE & BENDING THE RULES FOR MORE POWER
Darin Morgan, BES Racing Engines;
Preston Mosher, BES Racing Engines
Meeting Rooms 234–235

3:00 p.m. – 4:30 p.m.
### UPDATE: RPM ACT & EMISSIONS COMPLIANCE
David Goch, Webster, Chamberlain & Bean;
Daniel Ingber, Government & Legal Affairs at SEMA
Meeting Rooms 231–232

3:00 p.m. – 4:30 p.m.
### WHY YOUR PERFORMANCE BUSINESS DOES NEED A WEBSITE
Brian Lewis, Wolfhound Interactive
Meeting Room 233

## FRIDAY, DECEMBER 10

8:00 a.m. – 9:00 a.m.
### 5TH ANNUAL WOMEN IN MOTORSPORTS PANEL
Alba Colon, Hendrick Motorsports; Angela Ashmore, Chip Ganassi Racing; Ashley Chalk, Chip Ganassi Racing; Collete Davis, racer, stunt driver, TV host; Haley James, Haley James Racing; Moderator: Jeanette DesJardins, Car Chix and Crank It Media
Meeting Rooms 231–232

8:00 a.m. – 9:00 a.m.
### RACING VALVE SPRING DESIGN AND DEVELOPMENT
Chris Osborn, PAC Racing Springs
Meeting Room 233

8:00 a.m. – 9:00 a.m.
### SHOCK TROOPS: THE VIEW FROM THE COUNTER
Bob Balderston, Plumb Bob Automotive Fasteners and Fittings
Meeting Room 236

10:30 a.m. – 11:30 a.m.
### FACEBOOK 2021: BUILD YOUR REACH WITHOUT BREAKING THE BANK
Jennifer Cario, OMCP Online Marketing Certified Trainer
Meeting Rooms 231–232

10:30 a.m. – 11:30 a.m.
### YOU'RE MAKING MONEY, BUT WHERE'S THE CASH?
Tom Shay, Profits Plus Solutions
Meeting Room 233

2:00 p.m. – 3:30 p.m.
### PRI PRESENTS: THE PRESIDENTS PANEL
Julian Gill, Eibach; Dr. Jamie Meyer, PRI; Jesse Spungin, Mechanix Wear; Kevin Miller, USAC; Chris Dickerson, Horizon Hobby; Moderator: Alex Striler, Motorspors Marketing & Sponsorship Author
Meeting Rooms 231–232

2:00 p.m. – 3:30 p.m.
### THE PAST, PRESENT & FUTURE OF EFI TUNING
Bob Morreale, The Tuning School
Meeting Room 236

2:00 p.m. – 3:30 p.m.
### WTF IS CONTENT?!
Justin Cesler, Driveline Studios
Meeting Room 233

## SATURDAY, DECEMBER 11

8:00 a.m. – 9:00 a.m.
### MAP PRICING 101: THE GOOD, THE BAD & THE UGLY
Rich Barsamian,
Advanced Clutch Technology
Meeting Room 236

8:00 a.m. – 9:00 a.m.
### PRI'S INAUGURAL SOCIAL INFLUENCER/CONTENT CREATION PANEL
Alex Taylor, Alex Taylor Racing; Jacklyn Drake, NASCAR; Jeff Huneycutt, Horsepowermonster.com; Emily Reeves, Flying Sparks Garage; Justin Cesler, Driveline Studios; Moderator: John Viscardo, Thumbstopper
Meeting Rooms 231–232

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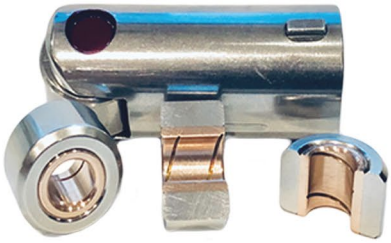



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# PRI EDUCATION

## SATURDAY, DECEMBER 11

8:00 a.m. – 9:00 a.m.
### SMALL BUSINESSES DON'T DIE, THEY JUST MAKE TOO MANY MISTAKES!
Tom Shay, Profits Plus Solutions
Meeting Room 233

10:30 a.m. – 11:30 a.m.
### INSTAGRAM REALITY CHECK: BOOSTING CUSTOMER ENGAGEMENT ON A BUDGET
Jennifer Cario, OMCP Online Marketing Certified Trainer
Meeting Room 233

10:30 a.m. – 11:30 a.m.
### JUST THE FACTS: A CAN'T MISS PANEL ON RACING FLUIDS
Bill Alexander, Driven Racing Oil; Jason Rueckert, VP Racing Fuels; Lake Speed Jr., Total Seal; Moderator: Kyle Fickler, Driven Racing Oil
Meeting Rooms 234–235

10:30 a.m. – 11:30 a.m.
### SPONSORSHIP 101: HOW TO WRITE PROPOSALS THAT SELL!
Alex Striler, Motorsports Marketing & Sponsorship Author
Meeting Rooms 231–232

1:00 p.m. – 2:30 p.m.
### ENGAGING THE NEXT GENERATION: YOUTH MOTORSPORTS DEVELOPMENT 101
McKenna Haase, Youth Racers of America Inc.
Meeting Rooms 231–232

2:00 p.m. – 4:00 p.m.
### AIR SPEED IN ICE & BENDING THE RULES FOR MORE POWER
Darin Morgan, BES Racing Engines; Preston Mosher, BES Racing Engines
Meeting Rooms 234–235



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# EXHIBITOR SEMINARS

## WEDNESDAY, DECEMBER 8

1:00 p.m. – 5:00 p.m.
**ANNUAL USERS' CONFERENCE**
hpCommerce Software
Meeting Room 210

## THURSDAY, DECEMBER 9

10:00 a.m. – 11:00 a.m.
**RACING BRAKE SYSTEM SEMINAR**
PAGID Racing
Meeting Room 242

10:00 a.m. – 11:00 a.m.
**SHOCK DYNO SEMINAR**
Intercomp
Room 240

## FRIDAY, DECEMBER 10

8:00 a.m. – 9:00 a.m.
**SETTING CRANKSHAFT BALANCING STANDARDS**
CWT Industries
Meeting Room 239

10:00 a.m. – 11:00 a.m.
**SHOCK DYNO SEMINAR**
Intercomp
Meeting Room 240

10:00 a.m. – 11:00 a.m.
**RACING BRAKE SYSTEM SEMINAR**
PAGID Racing
Meeting Room 244

5:00 p.m. – 6:00 p.m.
**SET-UP TECH**
DRP Performance Products
Meeting Rooms 201–203

## SATURDAY, DECEMBER 11

10:00 a.m. – 11:00 a.m.
**SHOCK DYNO SEMINAR**
Intercomp
Meeting Room 240



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- Distortion Free 3mm Low Fog Shield
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### PRI TRADE SHOW HOURS

THURSDAY, DECEMBER 9 ..... 9:00 A.M. – 5:00 P.M.
FRIDAY, DECEMBER 10 ..... 9:00 A.M. – 5:00 P.M.
SATURDAY, DECEMBER 11 ..... 9:00 A.M. – 4:00 P.M.

### REGISTRATION HOURS

MONDAY, DECEMBER 6 ..... 8:00 A.M. – 5:00 P.M. (EXHIBITOR ONLY)
TUESDAY, DECEMBER 7 ..... 8:00 A.M. – 5:00 P.M. (EXHIBITOR ONLY)
WEDNESDAY, DECEMBER 8 ..... 8:00 A.M. – 5:00 P.M.
THURSDAY, DECEMBER 9 ..... 7:00 A.M. – 4:00 P.M.
FRIDAY, DECEMBER 10 ..... 8:00 A.M. – 4:00 P.M.
SATURDAY, DECEMBER 11 ..... 8:00 A.M. – 3:00 P.M.

### LUCAS OIL STADIUM HOURS

THURSDAY, DECEMBER 9 ..... 8:00 A.M. – 5:00 P.M.
FRIDAY, DECEMBER 10 ..... 8:00 A.M. – 5:00 P.M.
SATURDAY, DECEMBER 11 ..... 8:00 A.M. – 4:00 P.M.

### EXHIBITOR & MEDIA PRE-SHOW HOURS

THURSDAY, DECEMBER 9 ..... 7:00 A.M. – 9:00 A.M.
FRIDAY, DECEMBER 10 ..... 8:00 A.M. – 9:00 A.M.
SATURDAY, DECEMBER 11 ..... 8:00 A.M. – 9:00 A.M.

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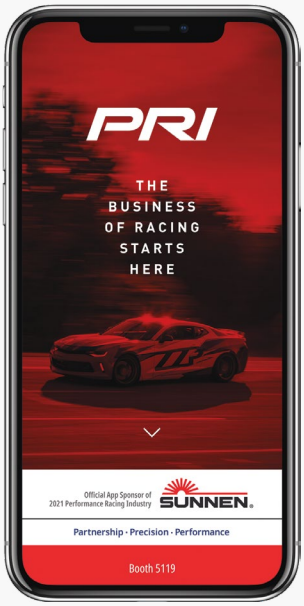

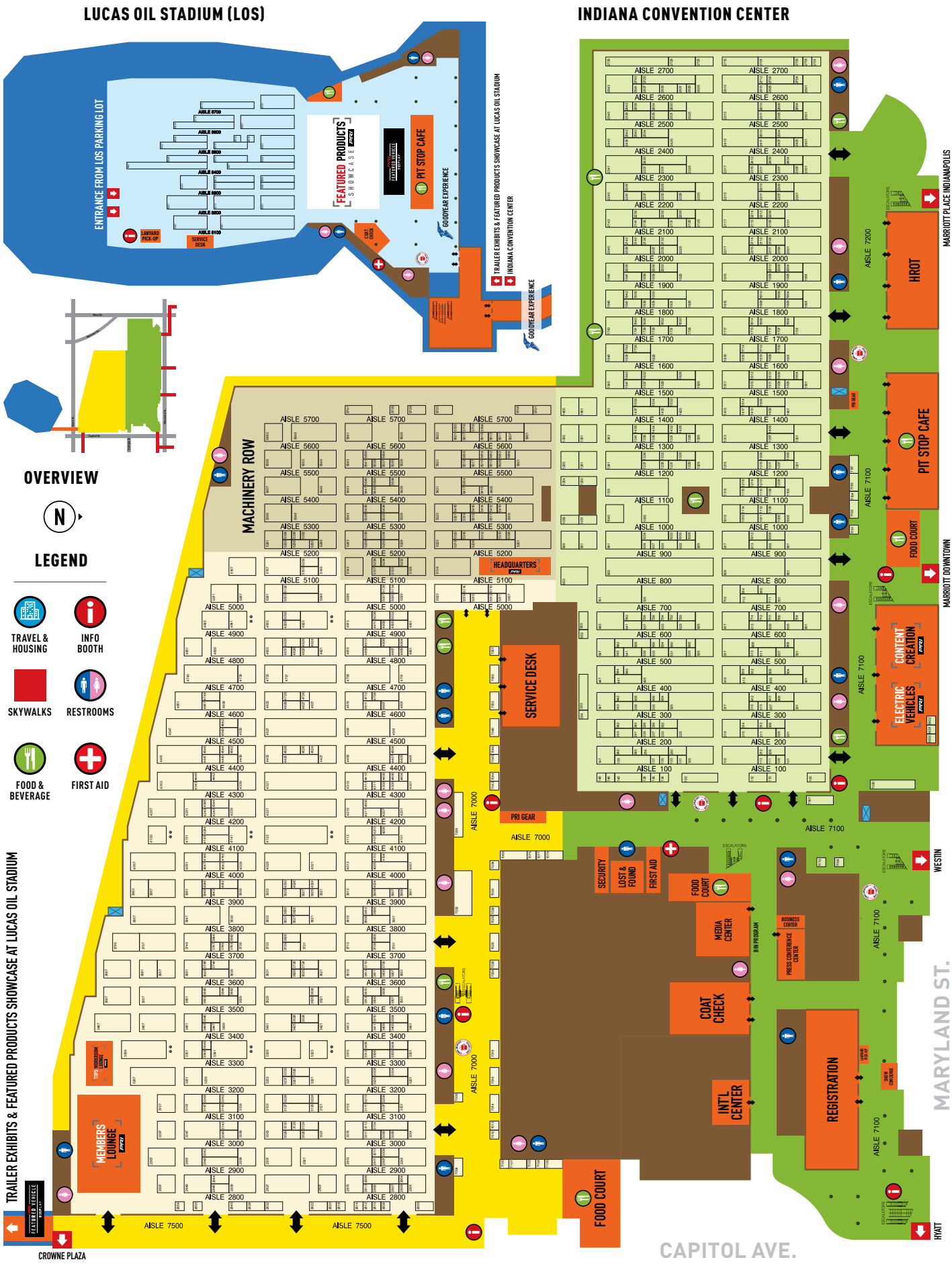
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AISLE 7200
AISLE 7500

# 2021 PRI TRADE SHOW EXHIBITORS

Shop the latest and most innovative race parts, equipment, and services in person when the incomparable Performance Racing Industry (PRI) Trade Show returns to the Indiana Convention Center and Lucas Oil Stadium on December 9–11. Aisles upon aisles of exhibitors will display their best-of-the-best race components, tools, machinery, safety gear, and much more for all forms of motorsports ahead of the 2022 racing season. Racers, speed shops, engine builders, fabricators, tuners, machinists, and more will find countless top products from leading manufacturers and service providers. As of mid-October, the following companies were set to exhibit. For an updated, interactive floor plan with booth numbers, locations, and more, visit pri2021.com/floorplan.



### 100 Group
**7046**
900 Circle 75 Pkwy, Ste. 540
Atlanta, GA 30339
470-344-0144
Credit Card Terminals & POS Systems

### 12-D Construction LLC
**3909**
510 E. Maple
Shelbina, MO 63468
573-588-6037
Tool Chest and Tool Boxes

### 3pConnect
**Peninsula 447**
2020 South Lynx Ave.
Ontario, CA 91761
909-476-6068
Performance Products

### 4 Piston Racing
**540**
200 Colin Ct.
Danville, IN 46122
317-440-6777
4 Cylinder Honda Race Engines

### A&A Manufacturing
**Peninsula 4421**
19033 174th Ave.
Spring Lake, MI 49456-9708
616-846-1730
Weld-on Components We Manufacture

### A.E.D. Motorsport Products
**Peninsula 4941**
5373 W 86th St.
Indianapolis, IN 46268
317-334-0569
Fabrication Metals - Welders and Suppliers

### AAP Inc
**2805**
16388 Industrial Dr., PO Box 430
Milford, VA 22514-0430
804-633-9454
A/C Units, Controls, Venting, Inverters

### Abbott Workholding Products
**5517**
430 McCall Rd.
Manhattan, KS 66502
785-776-8555
Chuck Jaws, Tooling Columns, Hammers

### Abruzzi Racing Transmission
**2703**
3760 Youngstown Rd.
Warren, OH 44484
330-369-1707
Racing Transmissions and Torque Converters

### ABS Products Trader Magazine
**5209**
591 W. Apollo St.
Brea, CA 92821-3127
714-671-0728
Blast Machines, Polishers, Bob Weights

### ACC Performance Products Plus Inc
**2629**
2817 E. Avalon Ave.
Muscle Shoals, AL 35661-2707
256-381-1965
Torque Converters

### Accelerated Surface Finishing
**5610**
1800 AM Dr.
Quakertown, PA 18951-2114
215-257-6862
Superfinishing Engine & Driveline Systems

### Accelo Racewear
**4807**
1835 North Enterline Road
Punxsutawney, PA 15767
510-990-0099
Race Suits, Gloves, Shoes, Crew Apparel

### Accurate Cylinder & Sleeve Works LLC
**2037**
613 Mosswood Dr.
Conroe, TX 77302
281-516-8917
2 /4 Stroke Cylinder Repair, Sleeves, Gasket

### ACE - Automotive Centre of Excellence
**354**
2000 Simcoe St. N.
Oshawa, ON L1H 7K4
Canada
905-721-8668
Marketing Booth




### ACL Distribution Inc
**4728**
4722 Danvers Dr. SE
Grand Rapids, MI 49512
616-956-1300
Engine Bearings, Oil Pumps
**See Advertisement on Page 273**

### ACP - Stahl Headers
**2715**
1740 Mulberry Street
Harrisburg, PA 17104
717-232-8237
Headers

### Acumatica Cloud ERP
**2634**
14500 436th Ave. SE, PO Box 546
North Bend, WA 98045
425-831-7924
One Solution to Run Your Entire Business
**See Advertisement on Page 92**

### ADDMAN Engineering
**5541**
9201 Cockleshell Court, Ste. 2.
Bonita Springs, FL 34135
724-630-5637
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Genoa, OH 43430
419-855-3073
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### Advanced Racing Suspensions
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Indianapolis, IN 46214
317-271-7100
Racing Shocks

### Advanced Sleeve
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8767 East Ave.
Mentor, OH 44060
440-205-1055
Cylinder Sleeves
**See Advertisement on Page 293**

### Advantage Lifts
**4746**
33 Amy Way
Hanover, PA 17331
763-300-5730
Advantage 4-Post Lifts
**See Advertisement on Page 248**

### AED Performance
**2109**
2530 Willis Rd.
Richmond, VA 23237-4606
804-271-9107
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### AERA Engine Builders Association
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### Aeromotive Inc - Waterman Racing Components
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Valencia, CA 91355-5413
661-257-8124
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**See Advertisement on Page 145**

### AHDRA
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Hellertown, PA 18055
484-767-3908
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### AiM Sports LLC
**Peninsula 3257**
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951-674-9090
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Mooresville, NC 28115
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### Aldan American
**3905**
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310-834-7478
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### All Pro Cylinder Heads Inc
**1805**
5370 Johnstown Alexander Rd.
Johnstown, OH 43031
740-967-7761
Cylinder Heads & Assoc. Valve Train Parts

### Allstar Performance
**Peninsula 2515**
8300 Lane Drive
Watervliet, MI 49098
269-463-8000
Performance Parts and Equipment
**See Advertisement on Page 35**

### Alto Products Corp
**1609**
One Alto Way
Atmore, AL 36502-1088
251-368-7777
Automatic Transmission Parts

### Altronics Inc
**1336**
1411 S Roselle Rd.
Schaumburg, IL 60193
847-923-0002
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**3226**
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Deer Park, NY 11729
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**See Advertisement on Page 156**

### Argo Manufacturing Co
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Wasco, IL 60183-0359
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Spindles, Control Arms, Jacks, Chassis Parts, Brake Parts
**See Advertisement on Page 248**

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Custom Race Apparel and Fan Souvenirs

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Ventura, CA 93003
805-339-2200
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**See Advertisement on Page 61**

### Arrow Components
**Peninsula 2325**
6230 McKinley St. NW Ste. A
Ramsey, MN 55303-9116
763-712-0020
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### Ashcroft Inc
**3125**
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**See Advertisement on Page 266**

### ATM Innovation
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270-846-3964
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### Atturo Tire Corp
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Waukegan, IL 60087
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**See Advertisement on Page 92**

### Audie Technology
**5134**
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Norristown, PA 19403
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High Performance Fuel Injectors

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**See Advertisements on Pages 132 & 133**

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**See Advertisement on Page 250**

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PANELfast Fasteners
**See Advertisements on Pages 63 & 117**

### BelaK Industries
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### Bell Racing - Racing Force USA
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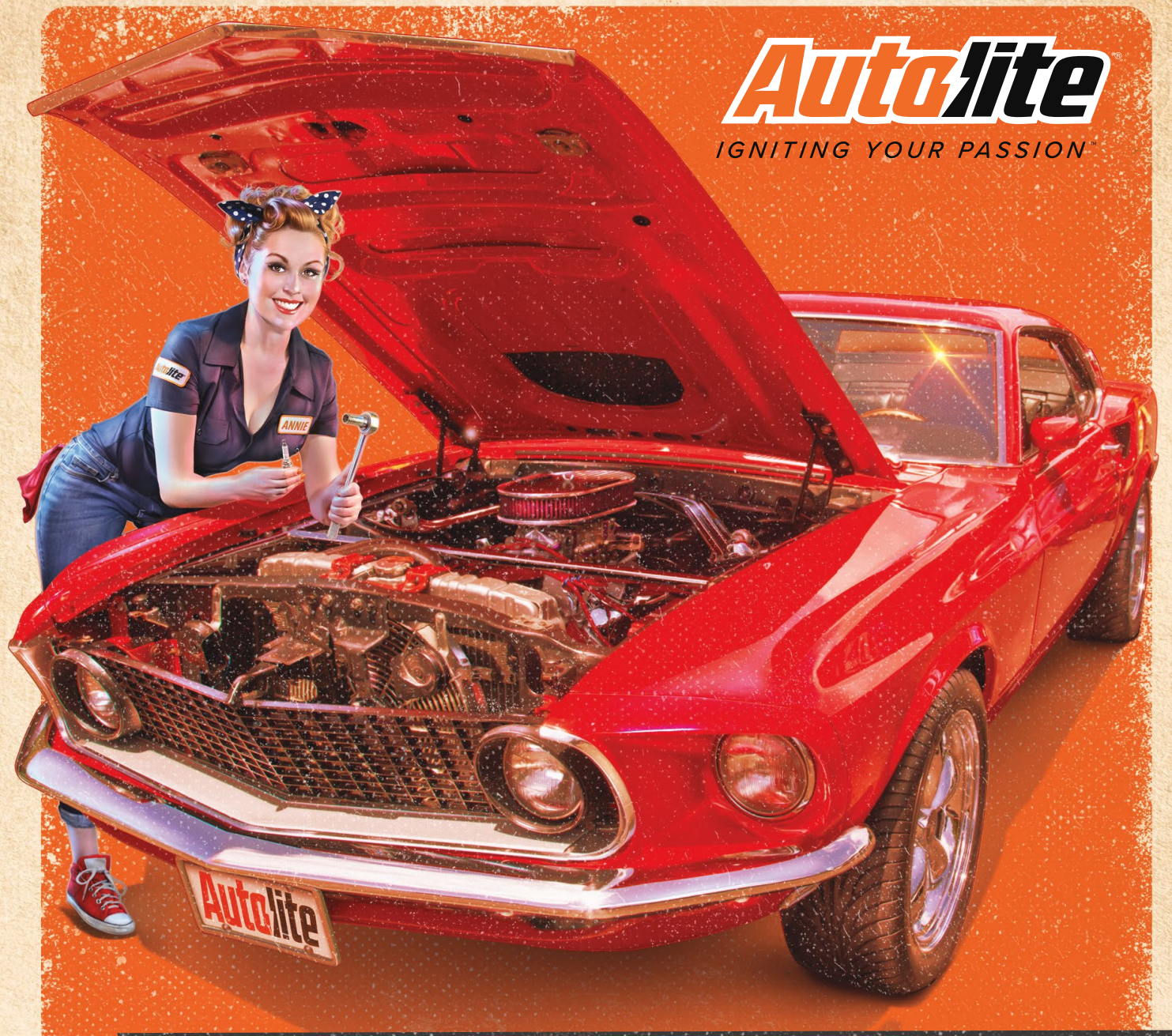


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Racing Lubricants and Related Products
**See Advertisement on Page 161**

### Blue Demon Welding Products
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630-232-6421
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**See Advertisement on Page 94**

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423-635-6930
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**See Advertisement on Page 221**

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**See Advertisement on Page 53**

## Browell Bellhousing
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765-447-2292
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Holly Springs, MS 38635
662-851-3213
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Cincinnati, OH 45204
513-921-1356
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Automotive Camshafts and Related Components
**See Advertisement on Page 265**

### Bullet Racing Engines
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### Cam Motion Camshafts
**2307**
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Baton Rouge, LA 70806
225-926-6110
Camshafts and Valvetrain
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### Canton Racing Products
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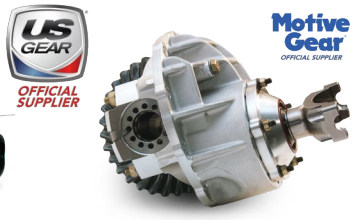


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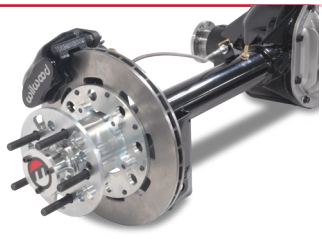

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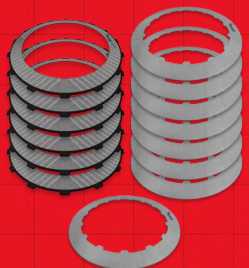

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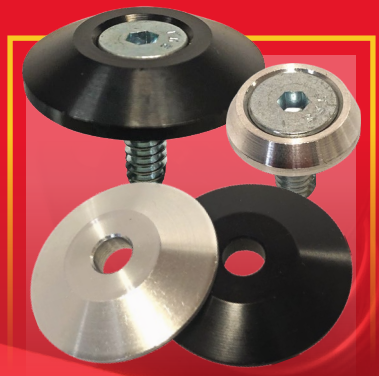

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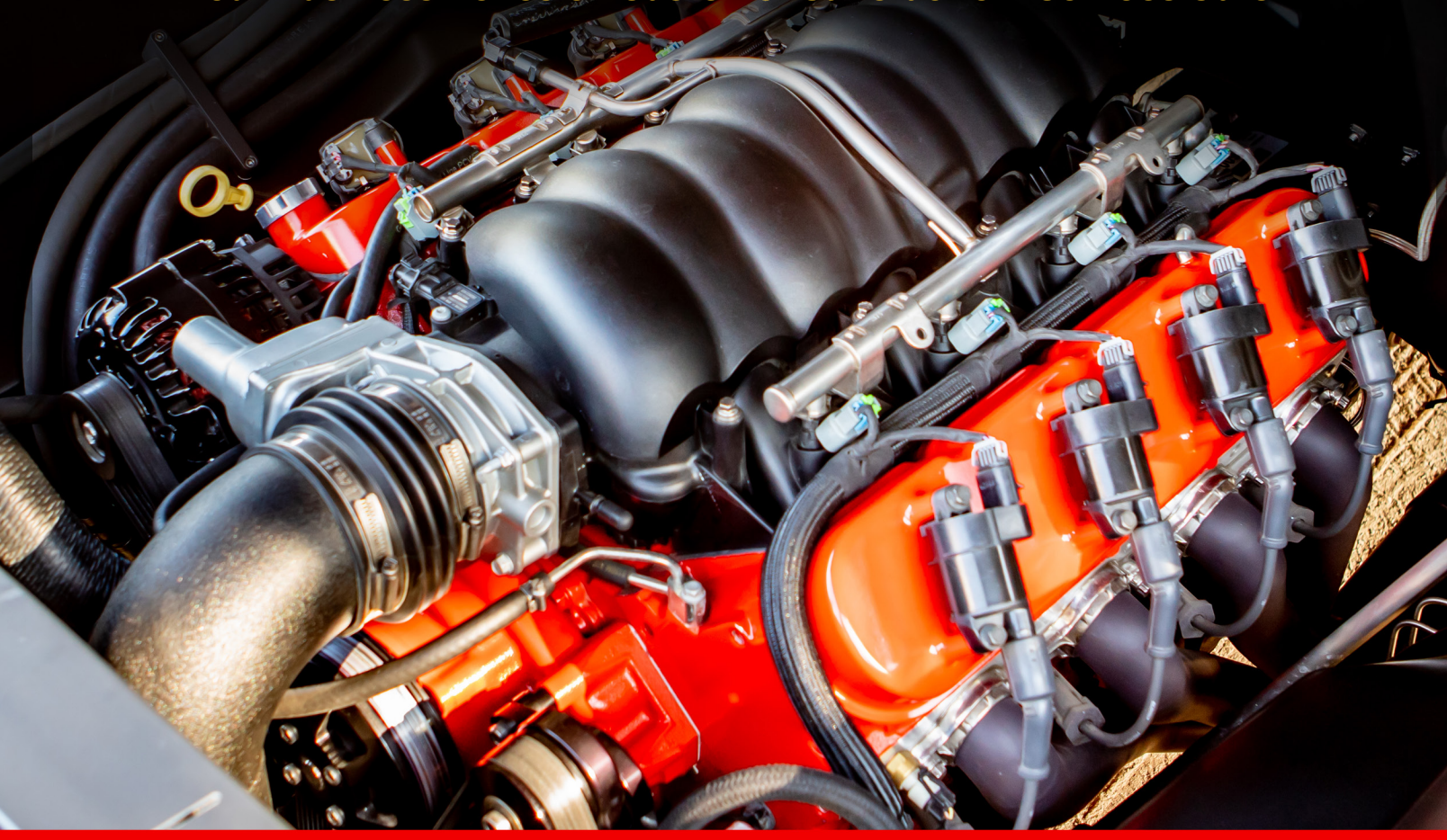







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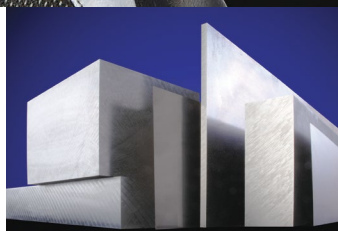



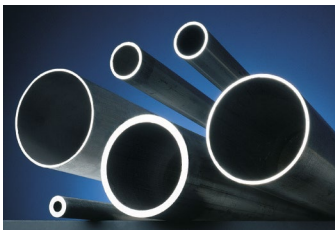



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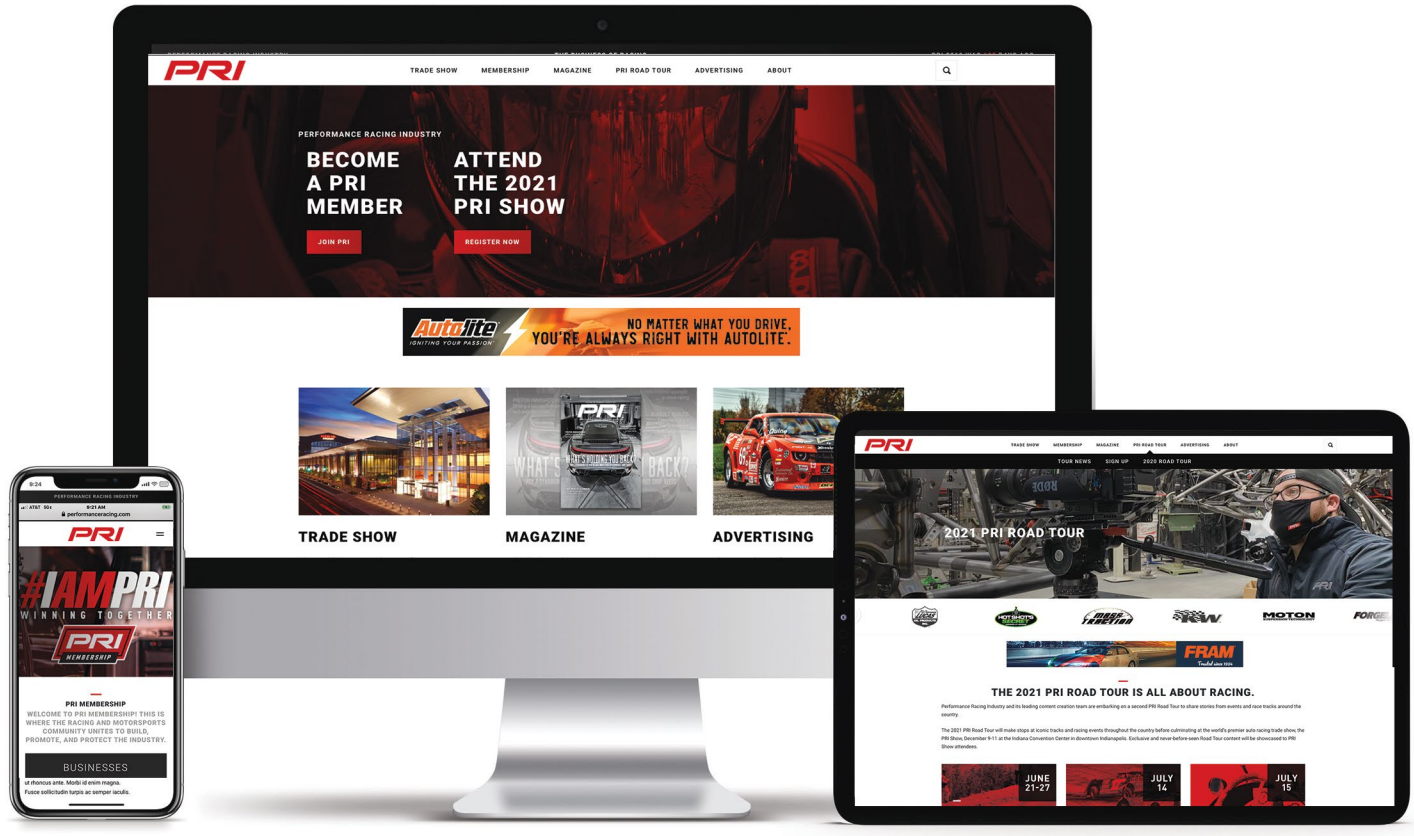


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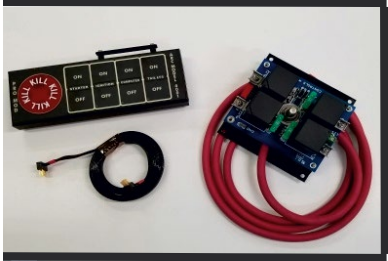

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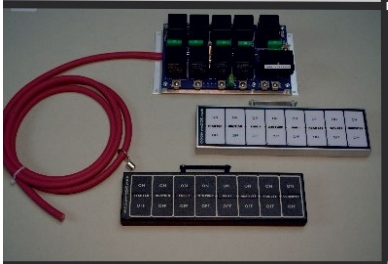

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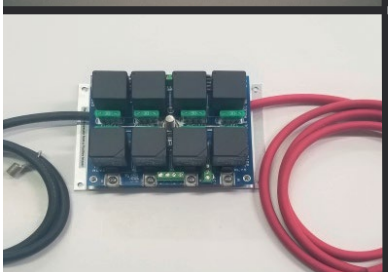

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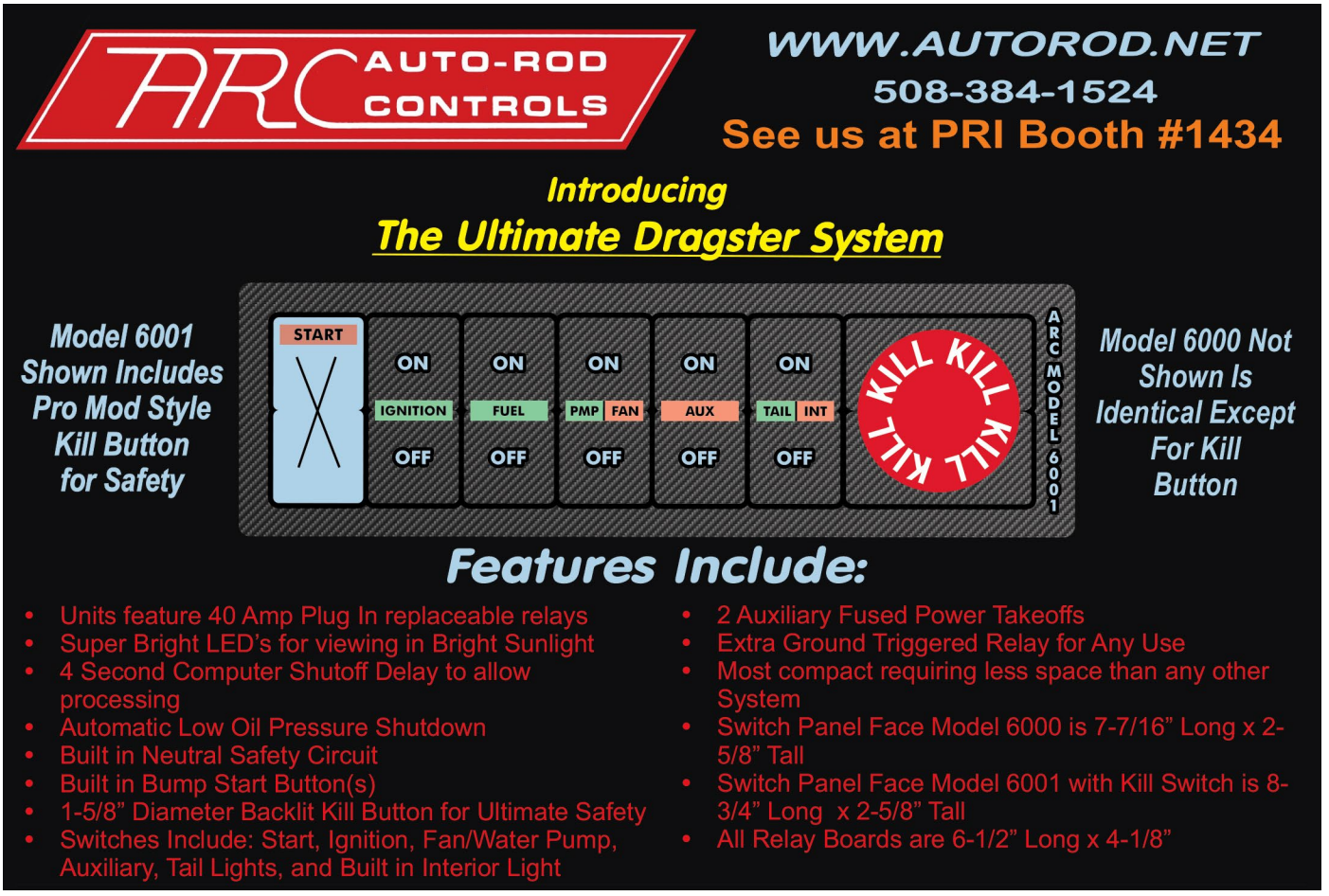

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**See Advertisement on Page 228**



### Goodyear Racing
**Peninsula 3733**
200 Innovation Way
Akron, OH 44316-0001
330-796-7293
Tires
**See Advertisements on Pages 95 & 113**

### GRAF Gearboxes
**4528**
2954 W. 84th Street, Bay 6
Hialeah, FL 33018
786-264-1706
Sequential Transmission DOG Gearbox FinalDrv

### Grassroots Motorsports Magazine
**Peninsula 3133**
915 Ridgewood Ave.
Holly Hill, FL 32117
386-239-0523
Magazines

### Graymills Corporation
**5415**
2601 S. 25th Ave.
Broadview, IL 60155-4535
773-477-4100
Parts Washing Equipment

### Green Bay Anodizing Inc
**413**
2074 S. Ashland Ave.
Green Bay, WI 54304
920-857-9701
Anodized Aluminum Components

### Green Filter - GROUND FORCE
**2233**
2152 University Dr. Rte. 119
Mt Braddock, PA 15465
724-430-2050
Air Filters, Suspension Kits

### GRIDLIFE
**Peninsula 853**
4245 N. Knox Ave.
Chicago, IL 60641
616-828-8158
Racing, Sim Racing, Motorsports Experiences

### GRP Connecting Rods - Winberg Crankshafts - Gibtec Pistons
**Peninsula 501**
333 W 48th Ave
Denver, CO 80216
303-935-7565
Connecting Rods, Crankshafts, Pistons

### H&W Machine Repair and Rebuild Inc
**5435**
2119 Meyer Rd.
Fort Wayne, IN 46803
800-285-5271
Milling Machine, Parts and Accessories

### Haas Automation Inc
**Peninsula 5601**
555 Busse Road
Elk Grove Village, IL 60007
847-258-2850
CNC Mill, CNC Lathe, Cutting Tools

### Hagerty Motorsports
**2306**
141 Rivers Edge Dr., Ste. 200
Traverse City, MI 49684-3299
800-922-4050
Giveaway Items & Company Branding Signage

### Haltech
**608**
750 Miles Point Way
Lexington, KY 40510
888-298-8116
Engine Management, Power Distribution, Data




### Hammer Concepts and Designs
**4542**
1579 Edgewater Lane
Clarksville, TN 37043
641-980-8332
Chassis, Suspension, Fixtures

### Hammond Motorsports
**7016**
2417 260th Ave.
DeWitt, IA 52742
563-659-1153
Car, Set Up Tools, Chassis Parts

### Hangsterfer's Metalworking Lubricants
**5706**
175 Ogden Rd.
Mantua, NJ 08051
856-468-0216
High Performance Metalworking Lubricants

### HappsNow
**2810**
10 Vaughan Mall, Suite 205
Portsmouth, NH 03801
603-501-0517
HappsNow Ticket/Event Promotion Platform

### Harland Sharp
**406**
19769 Progress Dr.
Strongsville, OH 44149
440-238-3260
Roller Rocker Arms

### Harrah Enterprise Ltd
**2129**
10308 Bailey Rd., Ste. 416
Cornelius, NC 28031
336-253-3963
Transmission, Oil Pump, Differential

### Harrop Engineering USA
**4546**
3578 S. Kettering Blvd., Suite 600
Dayton, OH 45439
937-723-7888
Superchargers

### Harts Turbo
**Peninsula 4701**
1154 Highway 5
Fayette, MO 65248
660-248-2662
Turbochargers, Fuel Pumps, Fuel Injectors

### Hastings Manufacturing
**Peninsula 1355**
325 N. Hanover St.
Hastings, MI 49058
269-945-2491
Piston Rings

### Haulmark Racing Trailers
**Trailer 8201, Trailer 8301**
1503 McNaughton Ave.
Elkhart, IN 46514
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Professional Grade Race Trailers & Stackers

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Medina, OH 44256
800-542-0972
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**5311**
333 E. State Pkwy.
Schaumburg, IL 60173
847-490-1191
ACU-RITE
**See Advertisement on Page 119**

### HEM Inc - HE&M Saw Inc
**5705**
4065 S. Main
Pryor, OK 74361
918-825-4821
Utility Bandsaws

### Hepfner Racing Products - HRP & Streeter Super Stands
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Hartford, WI 53027
262-457-5015
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Aliso Viejo, CA 92656
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### Holley
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Bowling Green, KY 42101
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Torrance, CA 90503
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### Hooker Custom Harness Inc
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Freeport, IL 61032-3341
815-233-5478
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### Hoosier Pattern
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Lakeville, IN 46536
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### Hot Shot's Secret
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Mount Gilead, OH 43338
419-947-2647
High Performance Lubricants & Additives
**See Advertisement on Page 153**



### HotRods By Havliks
**2237**
1625 West Post Rd.
Cedar Rapids, IA 52404
319-826-2066
Cars, Fabrication

### Howards Cams
**Peninsula 3221**
280 W. 35th Ave.
Oshkosh, WI 54902
920-233-5228
Cams, Valvetrain, Cranks, Rods, Piston/Rings
**See Advertisement on Page 225**

### Howe Racing Enterprises
**Peninsula 5049**
3195 Lyle Rd.
Beaverton, MI 48612
989-435-7080
Chassis to Complete Cars & Other Howe Parts

### Howes
**5019**
60 Ocean State Dr.
North Kingstown, RI 02852
800-438-4693
Diesel Fuel Additives, Lube & Pen. Oil

### HP Tuners
**122**
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Buffalo Grove, IL 60089
847-465-8863
MPVI2, RTD, Race Render, Track Addict

### hpCommerce Software
**4825**
1500 N. Petty Rd.
Muncie, IN 47304
765-289-6744
POS and Order Fulfillment Software

### HPL Oil - AFIS
**1639**
3 Costin Drive
Hebron, IN 46341
219-996-3460
Lubricants & Fuel Injectors

### Hughes Performance
**929**
2244 W. McDowell Rd.
Phoenix, AZ 85009-3009
602-257-9591
Transmissions and Torque Converters

### Hunter Engineering Company
**Peninsula 5443**
11250 Hunter Dr.
Bridgeton, MO 63044
314-731-3020
Wheel Alignment, Tire Changers, Balancers

### Hussey Performance LLC
**4526**
2601 Duss Ave.
Ambridge, PA 15003
724-318-8292
Copper Gaskets, Copper Bus Bars

### Hylift Johnson Lifters
**641**
1185 East Keating Ave.
Muskegon, MI 49442
800-441-1400
Flat Tappets, Hydraulic Roller Lifters
**See Advertisement on Page 303**

### Hyperco/MW Industries Co.
**Peninsula 4401**
3426 Toringdon Way, Suite 100
Charlotte, NC 28277-3497
704-323-4125
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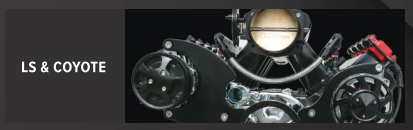


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### Industrial Hard Carbon LLC
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704-489-1488
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**Peninsula 3713**
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Shelby Township, MI 48315
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Harmonic Dampers, Balancers, Belt Drives



### inTech Trailers
**Trailer 8701**
1940 W. Market St.
Nappanee, IN 46550
574-773-9536
Enclosed Trailers
**See Advertisement on Page 123**

### Intercomp
**Peninsula 1401**
3839 County Rd. 116
Medina, MN 55340
763-476-2531
Motorsports Setup & Tuning Equipment
**See Advertisement on Page 75**

### IPG Photonics
**Peninsula 5243**
50 Old Webster Rd.
Oxford, MA 01540
508-373-1100
Handheld Laser Welder
**See Advertisement on Page 110**

### IPM Inc
**5252**
511 Sundial Dr.
Waite Park, MN 56387
320-656-1241
Precision Machining & Gear Cutting Services
**See Advertisement on Page 167**

### Irontite Products - Kwik-Way
**5312**
2525 18th St. SW
Cedar Rapids, IA 52404
319-377-9421
Valve Refacer, Flywheel Grinder, Diesel Tool
**See Advertisement on Page 91**

### ISC Racers Tape
**1413**
87 Towpath Rd.
Fairless Hills, PA 19030
215-295-2300
Adhesive Tapes

### ISKY Racing Cams
**Peninsula 3913**
16020 S. Broadway
Gardena, CA 90248
310-217-9232
Camshafts & Valve Train Components
**See Advertisement on Page 73**

### ISP Seats
**Peninsula 2951**
4502 Raceway Dr. SW
Concord, NC 28027
704-795-0403
Seats, Heads, Shoulders
**See Advertisement on Page 152**

### ISSPRO Inc
**3011**
2515 NE Riverside Way
Portland, OR 97211
503-528-3400
Gauges, Fuel Senders, Instrumentation


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**ICON PREMIUM Forged 2618 and 4032 Alloys** – Fully CNC machined crowns and ring belt section. Ultra-Flat ring grooves with many numbers having type 3 hard anodized top grooves. 2618 Alloy is best suited for use with extreme power adders and many of these applications include Gas-Ported top ring grooves and forced fed pin oiling.



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### Jamo Performance Exhaust
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6255 N. Hollywood Blvd., Ste. 100
Las Vegas, NV 89115
702-649-1431
Cat Back Exhaust Systems, Fabrication Parts
**See Advertisement on Page 154**

### JD Squared Inc
**Peninsula 5649**
915 Riverview Drive
Johnson City, TN 37601
423-979-0309
CNC Cutting Machines and Fabrication Tools
**See Advertisement on Page 127**

### JE Pistons
**Peninsula 825, Peninsula 925**
10800 Valley View Street
Cypress, CA 90630
714-898-9763
Pistons, Rings, Wrist Pins, Gaskets

### Jerico Performance Products
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704-782-4343
Transmission/Race Car

### Jerry Bickel Race Cars Inc
**1612**
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636-356-4727
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Lakewood, NJ 08701
732-901-1800
Rocker Arms, Belt Drive, Lifters, Camshafts
**See Advertisement on Page 41**

### JET Performance Products
**3831**
17491 Apex Cir.
Huntington Beach, CA 92647
714-848-5515
Carburetors and Electronic Tuning Products

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**5152**
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### Jones Racing Products
**Peninsula 701**
72 Annawanda Rd.
Ottsville, PA 18942
610-847-2028
Belt Drives, Power Steering, Alternators
**See Advertisement on Page 187**

### Jones Transmission Cooling Systems
**2701**
34 Gypsy Dr.
Eighty-Four, PA 15330
724-344-1156
Transmission Cooling System

### Jongbloed Racing Wheels
**Peninsula 2225**
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Morgan Hill, CA 95037
408-776-1380
Wheels

### JPW - Jobbers Warehouse Supply Inc
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Minneapolis, MN 55405
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Engine Parts for all Types of Racing

### JR1 Racing Oil
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### JRi Shocks
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Mooresville, NC 28117
704-660-8346
Shock Absorbers

### J-TEC Associates Inc
**5319**
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Cedar Rapids, IA 52402
319-393-5200
Flow Meters, Read-Outs, and Accessories
**See Advertisement on Page 271**

### K and K Insurance Group Inc
**4410**
1712 Magnavox Way
Fort Wayne, IN 46804
800-348-1839
Brochures, Applications, and Small Giveaways



### K&N Engineering Inc
**Peninsula 1425**
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**Peninsula 4029**
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Carlsbad, CA 92008
760-268-0710
Safety Gear, Apparel, Fire Suits, Race Gear

### K1 Technologies
**Peninsula 825, Peninsula 925**
7201 Industrial Park Blvd.
Mentor, OH 44060
440-951-6600
Performance Connecting Rods and Crankshafts
**See Advertisement on Page 165**

### Kaeser Compressors Inc
**5417**
PO Box 946
Fredericksburg, VA 22404
540-898-5500
Industrial Air Compressors

### Kaizen Speed LLC
**312**
110 N. Gum St.
Kennewick, WA 99336
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Engines & Engine Components

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Kankakee, IL 60901
815-929-1662
Engines, Transmissions

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**Trailer 8412**
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Valley View, OH 44125
216-930-5511
Trailer

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877-548-9323
Rust Prevention Coatings, Paint and Products

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Alpharetta, GA 30004
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Motor Plates Mid Plates

### Keizer Aluminum Wheel
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Orange City, IA 51041
712-737-3053
Racing Wheels and Components



### Kelford Cams
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15 Kennaway Rd., Woolston
Christchurch 8023
New Zealand
+64 3 929 0725
Camshafts and Valve Train Components

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973-857-0705
Engine Bearings

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Visalia, CA 93292
559-636-1655
Sprint & Midgets Products, Magnetos, Ignition
**See Advertisement on Page 33**

### Kinsler Fuel Injection
**1406**
1834 Thunderbird
Troy, MI 48084
248-362-1145
Billet/Cast Manifolds, ITB's, Pumps, Filters

### Kistler Instrument Corporation
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Novi, MI 48377
716-691-5100
KiBox2

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Garden Grove, CA 92841
714-895-5024
Sample Metal Parts

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141 Advantage Pl.
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866-586-5665
New Product Lines
**See Advertisement on Page 150**



### KPXA - Ken Perry's Xtreme Arias
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Markham, ON L3R 9T5
Canada
905-475-9712
1 Blown Alcohol Engine, CNC Machining

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Kennesaw, GA 30144
770-422-5135
Power Steering Pumps, Front Engine Drive Kits

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Brownsburg, IN 46112
317-496-6767
Head and Neck Devices, Helmets, Seat Belts

### KSE Racing Products Inc
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305 Dee Cee Ct.
White House, TN 37188
615-672-5117
Power Steering Systems

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### L.A.SLEEVE
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### Laris Motorsports Insurance
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985-532-5576
Services

### Larry Jeffers Race Cars
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House Springs, MO 63051
636-671-1300
ProMod Car

### Laser Marking Technologies
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Caro, MI 48723
989-673-6690
Dominator, eCobalt, Cobalt XL

### Laser Precision Cutting Inc
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Weaverville, NC 28787
828-658-0644
Laser Cutting Job Shop and Production



### LAT Racing Oils
**2331**
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714-585-3247
Racing Oils, Transmission Oils, Gear Oils
**See Advertisement on Page 157**

### Late Model Engines
**2136**
1930 Aldine Western Rd.
Houston, TX 77038
713-849-4505
Complete and Partial Engines

### Lear Chemical Research Corp
**2712**
6182 A Kestrel Rd.
Mississauga, ON L5T 1Z2
Canada
905-564-0018
Anti-Corrosion Lubricants and Greases
**See Advertisement on Page 228**

### Liberty Engine Parts
**Peninsula 115**
7890 Airport Hwy.
Pennsauken, NJ 08109
800-621-4242
Internal Engine Parts

### Liberty's High Performance Products Inc
**Peninsula 5007**
41775 Production Dr.
Harrison Township, MI 48045
586-469-1140
Manual Transmissions

### Lifeline Fire and Safety Systems
**4043**
4085 Pepperell Way, Suite E
Dublin, VA 24084
540-251-2724
Motorsports Safety Systems
**See Advertisement on Page 179**

### Lincoln Electric
**5232**
22801 St. Clair Ave.
Cleveland, OH 44117-1199
216-481-8100
Fabrication Equipment to Welding Equipment

### Line2Line Coatings
**1604**
4866 White Lake Rd.
Clarkston, MI 48346
248-625-3052
Specialty Coatings for Engine and Powertrain
**See Advertisement on Page 246**

### Link Engine Management
**Peninsula 3551**
2 Baigent Way, Middleton
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+64-3-348-8854
Link ECU G4x ECUs and Driver Displays

### LIQUI MOLY
**342**
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Irvine, CA 92614
714-380-9267
Motor Oils, Additives, Lubricants



### Litens High Performance
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614-734-8385
Hellraiser OSDs, Belt Tensioners & Pulleys

### Livernois Motorsports and Engineering
**1513**
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313-561-5500
Engine Components, Tuning Device

### LOCK-N-STITCH Inc
**5321**
1015 S. Soderquist Rd.
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### LS Industries
**Peninsula 5429**
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800-835-0218
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### LSM Racing Products - Logan Smith Machine Co Inc
**1250**
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High Performance Tools Made in the USA

### Lubelocker
**2740**
37 Enterprise Way
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775-246-6110
Gaskets: Ford, Chevy, Dana
**See Advertisement on Page 131**

### Lucas Oil Products
**Peninsula 4501**
302 N. Sheridan St.
Corona, CA 92878-2067
951-270-0154
Lubricants, Fuel Treatments, Oil Additives

### Lunati
**913**
8649 Hacks Cross Rd.
Olive Branch, MS 38654
662-892-1500
Valve Train, Rotating Assemblies

### M&K Sport Coach
**2807**
1401 Harding Ct
Indianapolis, IN 46217
317-650-0761
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### M&M Competition Engines
**4909**
1421 Amy Lane, Ste. A
Franklin, IN 46131
317-739-3187
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### M1 Concourse
**7103**
1 Concourse Dr.
Pontiac, MI 48341
866-M1-TRACK
Private Garage Community, Performance Track



### Mac's Tie Downs
**4104**
469059 Hwy. 95
Sagle, ID 83860
800-666-1586
Tie-down Systems and Related Components
**See Advertisement on Page 255**

### Machined Concepts Inc
**5334**
1760 Britannia Dr., Unit 8
Elgin, IL 60124
847-708-4923
Machined Parts

### MAGIDO USA
**5438**
231 Tiger Way
Peachtree City, GA 30269
844-462-4436
Aqueous Parts Cleaning Equipment

### MagnaFuel Products Inc
**Peninsula 125**
5015 Galley Rd.
Colorado Springs, CO 80915
719-532-1897
Fuel System Components
**See Advertisement on Page 227**

### Magnecor
**1329**
507 McCormick Dr.
Lapeer, MI 48446
810-969-4092
Custom Ignition Wires and Wire Sets

### Magnus Performance Products
**234**
169-1 Gasoline Alley
Mooresville, NC 28177
704-360-9729
Transmission, Rearends, Shifters

### Magnuson Superchargers
**1034**
1990 Knoll Dr., Ste. A
Ventura, CA 93003-7309
805-642-8833
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### Magtech Ignition
**3748**
4 Gasoline Alley, Ste. A Main
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317-241-4100
Magneto Ignitions

### MAHLE Motorsport
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Fletcher, NC 28732
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**See Advertisement on Page 65**

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**See Advertisement on Page 2**

### Manton Pushrods
**Peninsula 147**
601 Crane Street #C
Lake Elsinore, CA 92530
951-245-6565
Valvetrain Components for the Gas/Diesel Ind.

### Manton Rockerarms
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### Martin Generators
**2814**
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### Marwin Sports
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323-213-8482
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Wellington, FL 33414
218-851-8922
Track Prep, Event Prep, Scrapers, Sprayers

### Mast Motorsports
**2328**
330 NW Stallings Dr.
Nacogdoches, TX 75964
936-560-2218
Cylinder Heads, Engines, Suspension

### Masta Performance Inc
**1231**
441 Jeni Ln
Milford, MI 48380
248-685-8710
Transmission Dipstick Assemblies
**See Advertisement on Page 287**

### Mastercam
**Peninsula 5249**
671 Old Post Road
Tolland, CT 06084
860-875-5006
Mastercam 2022

### Masters Entertainment Group
**Peninsula 4733**
907 Hwy. 126
Bristol, TN 37620
423-968-7736
Television Production and Live Streaming

### MaverickCNC Plasma Tables
**Peninsula 5261**
11155 S. Towne Square, Suite D
St Louis, MO 63123
888-988-7224
Manufacturer of Industrial CNC Plasma Tables



### Maxiforce Diesel Engine Parts
**5519**
1424 Abraham Drive
Anderson, IN 46013
305-592-7027
Diesel Engine Parts

### Maxwell Industries
**Peninsula 3323**
4277 Transport St., #F
Ventura, CA 93003
805-798-0953
Suspension Testing Equipment

### MB Metal Technologies LLC
**5535**
403 S. Hawley Rd.
Milwaukee, WI 53214
855-897-1439
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### MBRP Performance Exhaust
**Peninsula 3157**
315 Old Ferguson Rd., RR #1
Huntsville, ON P1H 2J2
Canada
888-636-7223
Performance Exhaust Systems

### McGunegill Engine Performance
**7006**
320 W. Ontario Dr.
Muncie, IN 47303
765-282-1913
Complete Racing Engines

### McLeod Racing
**Peninsula 225**
1570 Lakeview Loop
Anaheim, CA 92807
714-630-2764
Clutches, Flywheels, Driveline Components

### MEGA-Line RACING ELECTRONIC GmbH
**3525**
Haunersdorfer Str 3
93342 Saal a d Donau
Germany
+49 9441 68660
E-Shift, E-Clutch, Steering Wheel, Paddle Shift

### Melling Performance
**Peninsula 1517**
2620 Saradan Dr., PO Box 1188
Jackson, MI 49202
517-787-8172
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### Meyer Distributing
**Peninsula 901**
2424 Cathy Ln.
Jasper, IN 47546
800-MEYER-USA
Performance Engines and Transmission

### Meziere Enterprises
**Peninsula 3315**
220 S. Hale Ave.
Escondido, CA 92029
760-746-3273
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### MGP Connecting Rods
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Lakewood, NJ 08701
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### MH Ford Racing
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Grease, Oil Products, and Spray Lube

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**Peninsula 2545**
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Clearwater, FL 33760
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Cope Race Car Chasiss, Arrive and Drive

### Mile High Crankshafts Inc
**315**
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Denver, CO 80223
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### Millennium Machinery
**5616**
4406 Technology Drive
South Bend, IN 46628
574-472-7850
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### Millennium Technologies
**504**
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Plymouth, WI 53073
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Nickle Silicon Carbide Plating Services

### Miller Electric Mfg LLC
**Peninsula 5529**
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Appleton, WI 54914
920-734-9821
Welding and Cutting Equipment

### Millner-Haufen Tool Co
**5310**
PO Box 121085
Nashville, TN 37212
888-365-3301
Tools - Cutting, Grinding, Fabrication

### Milodon
**Peninsula 2117**
2250 Agate Ct.
Simi Valley, CA 93065
805-577-5950
Oil Pans
**See Advertisement on Page 192**

### Mittler Bros Machine & Tool
**Peninsula 1215**
10 Cooperative Way
Wright City, MO 63390
636-745-7757
Fabrication Tools & Race Car Setup Equipment

### Mobil 1
**4348**
5900 Harris Technology Blvd., Suite A
Charlotte, NC 28269
704-944-4220
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### Moduline Cabinets
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### Moroso Performance Products & Competition Engineering
**Peninsula 4409**
80 Carter Dr.
Guilford, CT 06437
203-453-6571
Oil Pans
**See Advertisement on Page 164**

### Moser Engineering
**Peninsula 5039**
102 Performance Dr.
Portland, IN 47371
260-726-6689
Axles, Housings, Brakes & Complete Rears
**See Advertisement on Page 105**

### Motion Control Suspension
**3645**
390 Winkler Dr., Ste. A
Alpharetta, GA 30004
770-220-7940
Manufacturer of Motorsport Damper Systems

### Motive Gear
**Peninsula 1545**
1001 W. Exchange Ave.
Chicago, IL 60609-2517
773-247-3400
Gears, Axles, Driveshafts & Transmissions

### Motor State Distributing
**Peninsula 2525**
8300 Lane Drive
Watervliet, MI 49098-9583
269-463-4113
Full Service Warehouse Distributor
**See Advertisement on Page 35**

### MPD Racing - Ti22 Performance
**Peninsula 3921**
8300 Lane Drive
Watervliet, MI 49098-9583
800-544-2773
Sprint Car and Midget Components
**See Advertisement on Page 35**



### MPI USA Inc
**Peninsula 4839**
224 Rolling Hill Rd., Ste. 9A
Mooresville, NC 28117
704-208-4344
Steering Wheels, Accessories, Simulators

### MR RACE OIL - Cam-shield
**3828**
7 Middlebury Blvd., Ste. 4
Randolph, NJ 07869
862-251-4968
Lubricants
**See Advertisement on Page 118**

### MRCOOL
**3104**
48 Remington Way
Hickory, KY 42051
270-366-0457
DIY Mini Splits / AC for the Race World
**See Advertisement on Page 181**

### MRE Racing
**Electric Vehicles Display**
59 Olin Ave
Fitchburg, MA 01420
978-906-3447
Full Size EV Racecar, EV Gokarts

### MS Racing Components LLC
**5013**
65 Church Lane
West Islip, NY 11795
347-231-7559
EZ CHECKER Pushrod Checking Tools

### Mullins Race Engines
**3242**
5571 Old Route 66
Mt Olive, IL 62069
217-952-0727
Engines and Engine Parts

### Mullis Race Cars
**4343**
226 12th St. NW
West Fargo, ND 58078
701-491-0658
Dragster Chassis and Components

### Mustang Dynamometer
**Peninsula 5421**
2300 Pinnacle Pkwy.
Twinsburg, OH 44087
330-963-5400
Dynamometers

### MW Company LLC
**Peninsula 1135**
6600 Stadium Dr.
Kansas City, MO 64129
800-788-9353
Racing Wheels and Safety Equipment

### Mygale F4 USA
**Peninsula 4353**
21670 Red Rum Dr., Ste. 174
Ashburn, VA 20147
571-258-4635
NA Distributor for Mygale F4 Race Car

### MYLAPS Sports Timing
**3111**
2030 Powers Ferry SE, Ste. 110
Atlanta, GA 30339
678-816-4000
Timing and Race Control Equipment



### MyRacePass
**139**
151 N. 8th Street, 2nd Floor
Lincoln, NE 68508
402-302-2464
Race Management Software, Website Development

### Nankang Motorsport Tire
**2854**
Parkstraat 83
Den Haag 2514 JG
Netherlands
+31-639715099
Tires
**See Advertisement on Page 286**

### National Auto Sport Association
**Peninsula 3057**
7065 W Ann Rd., #130 - 432
Las Vegas, NV 89130
510-232-6272
NASA Racing Programs

### National Dirt Late Model Hall of Fame
**3743**
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317-500-1083
Memorabilia

### National Donk Racing Association
**3408**
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Columbia, SC 29223
803-682-5778
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### National Hot Rod Association
**Peninsula 7032**
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626-914-4761
NHRA on FOX with Live Interviews

### National Performance Warehouse - NPW
**308**
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### National Sprint Car Hall of Fame & Museum
**3524**
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### Neal Chance Racing Converters
**2729**
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316-542-9869
Custom Billet & Fabricated Racing Converters

### Neapco Drivelines - Performance Series
**539**
38900 Hills Tech Dr.
Farmington Hills, MI 48331
800-821-2374
Performance Driveline Products and Lubes
**See Advertisement on Page 101**

### NecksGen
**Peninsula 3021**
1176 Greenfield Dr.
El Cajon, CA 92021
619-328-0410
Head & Neck Restraint, New UTV Collars



### Neo Synthetic Oil
**1417**
2871 Gundry Ave.
Signal Hill, CA 90755
562-595-7208
Lubricants
**See Advertisement on Page 58**

### New England Gear Polishing LLC
**7043**
400 Middle St.
Middletown, CT 06457
860-807-5513
REM Polished Parts Bead Lock Wheels
**See Advertisement on Page 298**

### Neway Manufacturing
**5735**
1013 N. Shiawassee St.
Corunna, MI 48117
989-743-3458
Valve and Valve Seat Reconditioning Tools

### NF&M International
**5613**
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### Nickels Performance
**Peninsula 1501**
293 Industrial Park Rd.
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800-251-0331
Catalogs & Private Label Products

### Nitrous Outlet
**2435**
305 S. 28th St.
Waco, TX 76710
254-848-4300
Nitrous Products

### NMRA & NMCA Drag Racing Series
**1632**
3518 W. Lake Center Dr., Ste. D
Santa Ana, CA 92704
714-444-2426
NMRA & NMCA Drag Racing Series Information

### Noise Barriers
**5515**
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Elk Grove Village, IL 60007
847-843-0500
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### Noonan
**1537**
125 Tradd Street
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864-754-4111
Billet Engine Components

### Nornda Automotive
**Peninsula 447**
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Rancho Cucamonga, CA 91730
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### Northern Radiator
**Peninsula 4739**
2701 4th Ave. SW, PO Box 660
Willmar, MN 56201
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High Performance Radiators, Fans & Shrouds
**See Advertisement on Page 250**

### Northwood University
**4447**
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989-837-5149
2 & 4 Year Degrees in Aftermarket Management

### Nu-Ice Dry Ice Blasting
**5621**
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Oakland City, IN 47660
812-746-5013
OMYF, Prestige Motorsports, NGK, Wilwood

### Ohio Brush Works
**5416**
8455 Rausch Drive
Plain City, OH 43064
740-368-9981
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### Ohio Crankshaft
**4026**
5453 State Route 49 S.
Greenville, OH 45331-1031
937-548-7113
Crankshafts, Con Rods

### Ohlins USA
**Peninsula 3413**
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Hendersonville, NC 28792
828-692-4525
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### OmniWall by Noble Industries
**Peninsula 4159**
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Noblesville, IN 46061
833-275-6664
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### Online Resources Inc
**Peninsula 5663**
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765-482-9700
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### Optic Armor Windows
**2004**
450 Business Park Rd.
Linn Creek, MO 65052
573-317-9066
Racing Windows

### OPTIMA Batteries
**Peninsula 3329**
5757 N. Green Bay Ave.
Milwaukee, WI 53209
800-292-4359
Batteries and Chargers
**See Advertisements on Pages 45 & 67**

### OptiMate High Performance Battery Chargers
**1735**
1097 N. Service Rd. E, Suite 1
Oakville, ON L6H 1A6
Canada
905-337-2095
Battery Chargers and Accessories

### OptiTorque Technologies LLC
**Peninsula 4013**
1 Powell Ln.
Penn Yan, NY 14527
315-694-2522
Fasteners
**See Advertisement on Page 116**

### Outerwears Inc
**704**
12611 US Hwy. 131
Schoolcraft, MI 49087
269-679-3301
Pre Filters, Shockwears, Radiator Screens

### Outlaw Diesel Super Series
**7053**
4960 N. 13th Street
Terre Haute, IN 47805
812-241-8541
Promotional Materials

### PAC Racing Springs
**Peninsula 2101**
21200 Telegraph Rd.
Southfield, MI 48033
866-799-9417
Valve Train Products

### Pace American Trailers
**Trailer 8400**
11550 Harter Dr.
Middlebury, IN 46540
574-848-5665
Enclosed Race Trailer

### PAGID Racing
**Peninsula 4633**
1035 Crooks Road
Troy, MI 48084
248-280-4050
Brake Pads, Discs and Fluid

### Pakelo Lubricants - Risi Performance Oils
**Peninsula 3667**
6100 Southwest Freeway
Houston, TX 77057
844-472-5356
Specialty Racing Lubricants and Fluids
**See Advertisement on Page 267**



### Palmgren
**Peninsula 5457**
2000 North Aurora Rd.
Naperville, IL 60563
800-827-3398
Metal Working Machines and Workholding
**See Advertisement on Page 163**

### Parella Motorsports - SVRA, Trans Am & FR-F4
**7014**
1312 Regency Ct.
Southlake, TX 76092
888-965-7872
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### Patriot Race Engineering
**Peninsula 4353**
21670 Red Rum Dr., Ste. 174
Ashburn, VA 20147
571-258-4635
N.A. Distr Audi RS3 TCR & Mygale F4 Race Car

### PBM Performance Products
**Peninsula 1443**
7301 Global Dr.
Louisville, KY 40258
800-588-9608
Engine Components
**See Advertisements on Pages 16, 17 & 31**

### PDRA Racing
**4443**
111 Juliad Ct., Ste. 103
Fredericksburg, VA 22406
731-345-9058
PDRA Drag Racing Series & 2022 Schedule

### PE Racing
**1229**
1710 Barkers Lodge Rd.
Oakdale, NSW 2570
Australia
+61-415586890
Pedal Assemblies, Simulator Pedal Products

### Pedders Suspension & Brakes
**Peninsula 447**
8580 Milliken Ave.
Rancho Cucamonga, CA 91730
909-476-6068
Shocks, Struts, Coil-Overs, Sway Bars, Springs

### peel 3d
**2542**
4700 Rue de la Pascaline
Levis, QC G6W 0L9
Canada
418-833-4446
3D Scanners and Sample Parts for Demo

### PEM Racing
**Peninsula 4301**
425 Industrial Park Drive
Saint Clair, MO 63077
636-629-6200
F9 & QC Gears & Rearends, Driveshafts

### Penn Grade 1 High Performance Oil
**Peninsula 3957**
801 Edwards Dr.
Lebanon, IN 46052
317-923-5321
Bag-in-a-Box



### Penske Racing Shocks
**Peninsula 1625**
150 Franklin St.
Reading, PA 19602
610-375-6180
Aftermarket Shock Absorbers
**See Advertisement on Page 275**

### Performance Automatic
**2108**
5119 Pegasus Ct., Ste. F
Frederick, MD 21704
240-439-4650
Transmissions and Components

### Performance Design
**343**
2840 Auburn Ct.
Auburn Hills, MI 48326
248-507-4885
Intake Manifolds, Valve Covers, Carbon Fiber

### Performance Electronics
**Peninsula 5061**
11529 Goldcoast Dr.
Cincinnati, OH 45249
513-777-5233
ECU, Dash, Sensors, Custom Electronic Design

### Performance Plus Global Logistics
**Peninsula 3241**
942 Hemsath Rd.
St. Charles, MO 63303
636-946-7587
Official Logistics Provider
**See Advertisement on Page 247**

### Performance Plus The Leading Edge
**5638**
1511 US Hwy. 50 W.
Odin, IL 62870
618-292-7587
Specialty Abrasives CBN PCD Inserts Wheels

### Performance Trends Inc
**134**
PO Box 530164
Livonia, MI 48153
248-473-9230
Software and Test Equipment

### Permatex
**Peninsula 4539**
6875 Parkland Blvd.
Solon, OH 44139
877-376-2839
Permatex, Spray Nine, Fast Orange

### PFC Brakes
**Peninsula 4123**
83 Carbon Metallic Hwy.
Clover, SC 29710
800-521-8874
Brake Pads, Brake Rotors, Brake Calipers

### Philadelphia Racing Products
**2135**
268 Geiger Rd.
Philadelphia, PA 19115
215-969-3550
Water Pumps, Throttle Brackets, Flywheels
**See Advertisement on Page 255**

### Pit Pal Products Inc
**1529**
2009 Horizon Ct.
Zion, IL 60099-1488
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### Power Automedia
**Peninsula 951**
25843 Jefferson Ave.
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951-677-2626
Advertising & Video Production
**See Advertisement on Page 128**

### Power Cool Systems
**Peninsula 3251**
5647 Dividend Road, Suite A
Indianapolis, IN 46241
317-737-1000
Radiators, Engine Assembly, Cooling Systems
**See Advertisement on Page 251**



### Powerhouse Racing
**2706**
740 Aviator Dr.
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817-238-8434
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### Powermaster Performance
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### PowerMist Racing LLC
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973-383-1061
Motorsports Fuels, Additives and Lubricants

### PRC - Precision Racing Components LLC
**3606**
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### Precision Products Performance Center
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### Precision Turbo & Engine - Turbonetics
**Peninsula 3239**
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### Premier Performance Products
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**5513**
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Redondo Beach, CA 90278-3927
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**See Advertisement on Page 57**

### ProCharger Supercharger Systems
**Peninsula 101**
14801 W. 114th Terr.
Lenexa, KS 66215
913-338-2886
Superchargers and Intercooled Systems

### Professional MotorSports Solutions PMSS
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**See Advertisement on Page 84**

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Charlotte, NC 28269-3844
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**See Advertisement on Page 129**

## Quarter Master - Custom Floaters
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303 Sondrol Ave.
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**See Advertisement on Page 102**

## QuickCar
**Peninsula 5029**
170 Business Park Dr.
Lebanon, TN 37090
800-997-7333
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**2822**
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Fond du Lac, WI 54936
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| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| Small Block Chevy, Over V/C, HEI | 73725 | 8.65 mm | 29 | 33 | 35 | 27 | 25 | 27 | 25 | 24 | 36 |
| Small Block Chevy, Under Header, HEI | 73726 | 8.65 mm | 45 | 45 | 40 | 40 | 27.75 | 28 | 27 | 26.75 | 36 |
| Big Block Chevy, Over V/C, HEI Style Cap | 73728 | 8.65 mm | 28.75 | 34.75 | 34.25 | 28.75 | 27.25 | 28.50 | 26 | 25 | 36 |
| Big Block Chevy, Under Header, HEI Style Cap | 73729 | 8.65 mm | 41.50 | 44.50 | 37.50 | 37 | 31 | 31 | 26.50 | 31 | 36 |
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Mentor, OH 44060
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**See Advertisements on Pages 2 & 165**

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**4408**
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**See Advertisement on Page 77**

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Pistons
**See Advertisements on Pages 104 & 251**

### Racetech USA
**Peninsula 5149**
1638 Finch Dr.
Gardnerville, NV 89410
704-450-4507
Seats, Harnesses & Accessories

### Racetronics
**3411**
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Nazareth, PA 18064
610-759-8217
Traction Control

### Raceway RV Rentals
**Trailer 8327**
5175 East Mill Street
Bowling Green, IN 47833
812-986-2716 Ext 1
Class C RV
**See Advertisement on Page 108**

### Racing Electronics
**Peninsula 4721**
840 Derita Rd.
Concord, NC 28027
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203-744-0323
Rod End and Spherical Bearings
**See Advertisement on Page 30**

### Radical Race Gear
**7105**
206 S. Westgate Dr., Ste. K
Greensboro, NC 27407
614-315-2013
Custom Race Suits and Shirts

### Radium Engineering
**3246**
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### Raybestos Brakes
**Peninsula 3557**
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McHenry, IL 60050
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**See Advertisement on Page 258**

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**Peninsula 3501**
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Bowling Green, KY 42101
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**See Advertisement on Page 138**

### Revchem Composites
**4309**
2720 S. Willow Ave., #B
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909-877-8477
Composites Materials, Supplies & Consumables

### RevMax Performance
**2638**
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Charlotte, NC 28273
877-780-4334
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### Richmond Gear
**Peninsula 1545**
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### RJ Race Cars Inc - Quarter-Max
**4929**
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### RMC Engine Rebuilding Equipment Inc
**Peninsula 5543**
5775 Bridgeview Ctr.
Saginaw, MI 48604
989-754-3611
CNC Machine; RMC-ETS-100 Engine Test
**See Advertisement on Page 171**

### Roadrunner Performance
**7026**
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Simi Valley, CA 93065
509-262-9165
High Performance Hose and Fittings
**See Advertisement on Page 285**

### Robert & Sons Aluminum Inc
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913-768-1017
Rod Ends, Bearings, Suspension Parts
**See Advertisement on Page 249**

### Roltek Transmissions
**1514**
371 Prospect Ave.
Hartland, WI 53029
262-369-0490
Circle Track Transmissions, Drive Flanges

### Ross Racing Pistons
**Peninsula 1801**
625 S. Douglas St.
El Segundo, CA 90245
310-536-0100
Pistons
**See Advertisement on Page 189**

### Rottler Manufacturing
**Peninsula 5129, Peninsula 5229**
8029 S. 200th St.
Kent, WA 98032
253-872-7050
Hones, CNC Machines, Surfacers, Etc.
**See Advertisement on Page 304**

### Rowe Electronics Inc
**3313**
339 Hakes Drive
Norwalk, IA 50211
515-981-5504
Electronic Power Distribution Products

### Royal Purple Synthetic Oil
**Peninsula 3651**
2780 Waterfront Pkwy. E Dr.
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### RPM Trailer Sales
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706-654-2882
Custom Aluminum Trailers

### RT Sales
**5308**
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Highland, MI 48357-0624
248-887-0422
Engine Rebuilding Equipment

### Russell
**Peninsula 725**
8649 Hacks Cross Rd.
Olive Branch, MS 38654
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**See Advertisement on Page 96**

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800-400-2259
Fire Suppression Systems

### Safety-Kleen
**Peninsula 5349**
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Richardson, TX 75081
800-669-5740
Parts Washers, Waste Oil, Lubricants
**See Advertisement on Page 162**

### Saldana Racing Products
**4928**
3754 N. Raceway Rd.
Indianapolis, IN 46234
317-852-4193
Fuel Tanks, Bladders, Accessories

### Sawblade.com
**Peninsula 5623**
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**Peninsula 2125**
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Redondo Beach, CA 90278-3927
310-370-5501
Crankshafts, Connecting Rods, Rotating Assemblies
**See Advertisement on Page 57**

### SCE Gaskets - Athena-SCE
**Peninsula 219**
424 William Springs Rd.
Mt Pleasant, TN 38474
800-427-5380
Gaskets
**See Advertisement on Page 192**

### Schaeffer's Specialized Lubricants
**2505**
102 Barton St.
St Louis, MO 63104
314-865-4100
Specialized Lubricants
**See Advertisement on Page 85**

### Scheid Diesel Service Co Inc
**4306**
4960 N. 13th St.
Terre Haute, IN 47805
812-466-7202
High Performance Diesel Engines

### School of Automotive Machinists & Technology
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732-922-4334
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563-381-2416
V-8 Race Oil Pumps
**See Advertisement on Page 298**

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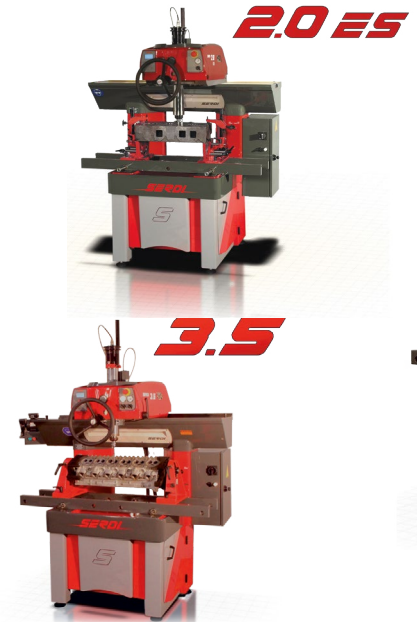








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### Scorpion Racing Products
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Ocala, FL 34482
352-512-0800
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### Scott Performance Wire
**Peninsula 3359**
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### Scribner Plastics
**Peninsula 525**
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Rancho Cordova, CA 95742
916-638-1515
Plastic Racing Products
**See Advertisement on Page 76**

### SCS Gearbox - Probell Racing Products
**3425**
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Bellevue, OH 44811
419-483-7278
10&6 Q/C Bellhousings, Gearboxes, Transmissions
**See Advertisement on Page 56**

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**545**
571-B Crane St.
Lake Elsinore, CA 92530
714-464-2050
E-CLIK Actively Controlled Shocks

### Seals-it
**653**
164 Maple St.
Ellington, CT 06029
860-979-0060
Grommet Seals, Axle Seals, Rod End Seals

### SEMA Data
**7192**
1575 S. Valley Vista Dr.
Diamond Bar, CA 91765
888-958-6698
SDC Helps Manage and Distribute Product Data

### Serck Motorsport
**2943**
176 Knob Hill Rd.
Mooresville, NC 28117
704-499-3247
Performance Cooler Cleaning, Test, Inspection

### Serdi
**Peninsula 5201**
301-C Cayuga Drive
Mooresville, NC 28117
800-447-3790
Engine Building Machines and Tooling
**See Advertisements on Pages 47 & 169**

### Service Precision Grinding Inc
**5238**
2113 State Route 31
Port Byron, NY 13140
315-776-9602
Drill Sharpening & Point Splitting Machine

### Setrab USA
**1308**
PO Box 847
Centerburg, OH 43011
740-625-6228
Oil Cooling Components
**See Advertisement on Page 225**

### Shaftech Ltd
**5035**
237 Stanford Pkwy.
Findlay, OH 45840
419-423-1000
Crankshafts
**See Advertisement on Page 224**

### Shaver Wesmar Gear Drives
**3907**
150 Old Well Lane
Kirbyville, MO 65679
918-691-8096
Gear Drives, Timing Covers

### SHAVIV USA
**5414**
355 Remington Blvd.
Bolingbrook, IL 60440
630-296-0102
Hand Deburring Tools

### Shell
**Peninsula 2849**
150 N. Dairy Ashford
Houston, TX 77079
800-237-8645
Pennzoil Motor Oil

### Shepherd Insurance
**3010**
111 Congressional Blvd., Ste. 100
Carmel, IN 46032
317-846-5554
Insurance Marketing Materials

### Sherwood Racing Wheels
**2818**
1074 Sulphur Springs Rd.
Owego, NY 13827
607-687-4931
Steel Racing Wheels

### SHIELDS Windshields
**Peninsula 3939**
1000 Industrial Dr.
Martinsville, IN 46151
765-342-2300
Polycarbonate Windshields with SUPERCOAT

### Shirt Works Racewear
**3646**
1196 Energy Dr.
Gaylord, MI 49735
989-448-8889
Apparel

### Shockwave Motorsports
**Peninsula 2939**
2074 Henry Ave.
Sidney, BC V8L5Y1
Canada
778-679-6799
Racing SIM, Marine Suspension Seating

### Shop Crane By Gorbel
**5352**
600 Fishers Run
Victor, NY 14564-9732
855-992-7263
4 Post Overhead Crane System with Hoist
**See Advertisement on Page 88**

### Shopmonkey
**4926**
5671 Santa Teresa #212
San Jose, CA 95123
408-656-2099
Shop Management Software

### ShowHauler Trucks Inc
**Trailer 8501**
116 Industrial Pkwy. E., PO Box 9
Middlebury, IN 46540
574-825-6764
Super C Motorhomes

### Silver Seal Products
**5338**
19224 Allen Rd.
Trenton, MI 48183
734-479-2255
Hard to Find Engine Parts & Shop Supplies

### Silver Sport Transmissions
**Peninsula 225**
2250 Stock Creek Blvd.
Rockford, TN 37853
865-609-8187
TREMEC Elite Dealer, Drivetrain Components

### SimCraft Motorsport Simulations
**Peninsula 3963**
1470 Williams Dr., Ste. A
Marietta, GA 30066
404-260-0272
APEX6 PRO, APEX6 Formula, Sprint & Kart Sim

### SimGear Motion Simulators
**3710**
803C Albion Ave.
Schaumburg, IL 60193
630-283-2090
Motion Racing Simulators

### Simpson Performance Products
**Peninsula 1313**
328 FM 306
New Braunfels, TX 78130
830-625-1774
Helmets, Racing Suits, HANS Device

### Smith Brothers Pushrods
**3808**
2895 SW 13th St.
Redmond, OR 97756
541-388-8188
Pushrods, LS Engine Trunnion Kits

### Smith Systems Inc
**2140**
6 Mill Creek Center
Brevard, NC 28712
828-884-3490
Speed and Temperature Sensors

### Sonnax
**Peninsula 517**
2 Imtec Ln.
Bellows Falls, VT 05101-0440
802-463-9722
Transmission, Converter & Driveline Products

### Southern Adrenaline
**3927**
200 Country Lane
Euless, TX 76039
817-371-2350
Suit/Helmet Dryer, Hearing, Apparel

### Southern Drag Boat Association LLC
**336**
PO Box 28
Burnet, TX 78611
830-385-3106
Drag Boat Racing Association

### SPA Technique Inc
**1731**
8225 Indy Ln.
Indianapolis, IN 46214
317-271-7941
Fire Suppression Systems, Gauges, Mirrors



### SPAL USA
**1433**
1731 SE Oralabor Rd.
Ankeny, IA 50021
515-289-7000
Electric Cooling Fans
**See Advertisement on Page 90**

### Specialty Auto Parts - Proform
**909, 1012**
26708 Groesbeck Hwy.
Warren, MI 48089
586-774-2500
Tools, Scales, Radiators, Fans, Carbs, Rimac
**See Advertisement on Page 147**

### Speed Seat Factory
**2850**
184 Bark River Ct.
Delafield, WI 53018
414-520-4420
Custom Seating Systems, Air Cooled Systems
**See Advertisement on Page 112**

### SPEED SPORT
**5053**
142 S. Cardigan Way, Ste. F
Mooresville, NC 28117
704-790-0136
Motorsport Media, Marketing & Broadcasting

### Speedbear Fasteners
**3005**
103 Enlow Rd.
Imperial, PA 15126
724-695-3696
Rivets & Related Tooling

### Speedflow
**Peninsula 447**
8580 Milliken Ave.
Rancho Cucamonga, CA 91730
909-476-6068
Braided Hose, Aluminum Fittings, Fuel Filters

### Speedmaster
**Peninsula 3233**
1101 W. Rialto Ave.
Rialto, CA 92376
909-605-1123
Engine Parts and Accessories

### Speedway Illustrated
**633**
PO Box 741
Epping, NH 03042
978-265-9477
Magazines, T-shirts, Racecar

### Speedway Motors
**Peninsula 3701**
PO Box 81906
Lincoln, NE 68501
800-979-0122
Speedway Motors Products New to Race Market
**See Advertisement on Page 54**

### Speedwerx Inc
**Peninsula 3151**
20195 Greystone Ave.
Forest Lake, MN 55025
651-982-6020
Headers, Mandrel Bends, and Mufflers

### Sports Car Club of America
**7166**
6620 SE Dwight St.
Topeka, KS 66619
785-357-7222
Brochures, Magazines

### Sports Insurance Specialists LLC
**4924**
14033 Illinois Road, Ste. A
Fort Wayne, IN 46814
855-969-0305
Motorsports Insurance of All Types

### SpringRithm
**3130**
2129 Missile St.
Harvey, LA 70058
504-874-2675
Spring Smasher in the Palm of Your Hand

### Springtools
**2808**
2921 N. University
Spokane, WA 99206
509-926-0557
Manufacturer of Hand Tools for Fabricators

### SRI Performance
**1615, Peninsula 1619**
122 Knob Hill Rd.
Mooresville, NC 28117
704-662-6982
Perf. Parts, Hoses, Brakes, Valve Train Comp
**See Advertisement on Page 148**

### Stainless Headers Manufacturing Inc
**3107**
1135 N. 7th St.
Lake City, MN 55041
651-448-8661
USA Made Performance Exhaust Components
**See Advertisements on Pages 221 & 227**

### Stainless Works
**Peninsula 4057**
10145 Philipp Pkwy.
Streetsboro, OH 44241
800-878-3635
Long Tube Headers, Catback Exhausts

### Stand 21
**Peninsula 3341, 3349**
17882 Georgetown Ln.
Huntington Beach, CA 92647
714-375-0040
Head to Toe Racewear

### Stifflers
**1941**
1511 Hancel Parkway
Mooresville, IN 46158
317-837-2444
Performance Chassis and Suspension

### Stilo Helmets
**Peninsula 1005**
Via Carducci 17
24066 Pedrengo BG
Italy
800-654-7223
Racing and Karting Helmets

### StopTech
**Peninsula 3557**
1805 S. Wilmington Ave.
Compton, CA 90220
310-933-1100
Performance Brake Pads, Kits, Rotors, Calipers

### Stor-Loc
**2907**
880 N. Washington Ave.
Kankakee, IL 60901-2004
800-786-7562
Heavy Duty Tool Cabinets

### Strange Engineering - Strange Oval
**Peninsula 4521**
8300 N. Austin Ave.
Morton Grove, IL 60053
847-663-1701
Driveline, Suspension, Brakes & Axles
**See Advertisement on Page 144**

### Strapworks Automotive
**3227**
3900 W. 1st Ave.
Eugene, OR 97402
541-741-0658
Tie-Down Straps; Promotional Products

### Street Carr Fabrication
**2944**
1494 Alabama Hwy. 157
Cullman, AL 35058
256-572-7110
Stainless and Aluminum Products

### Strong Hand Tools
**Peninsula 5559**
8750 Pioneer Blvd.
Santa Fe Springs, CA 90670
562-949-8625
Welding Tables, Hand Tools, Shop Tools
**See Advertisement on Page 222**

### Stroud Safety
**Peninsula 3801**
4101 S. May Ave.
Oklahoma City, OK 73119
405-632-2022
Safety Products, Seat Belts, Parachutes

### Suncoast Performance
**7038**
631 Anchors St. NW
Fort Walton Beach, FL 32548
850-864-2361
Converters, Transmissions

### Sunnen
**Peninsula 5119**
7910 Manchester Rd.
St. Louis, MO 63143
314-781-2100
Honing Machines/Tools/Abrasives & Bore Gages
**See Advertisement on Page 89**

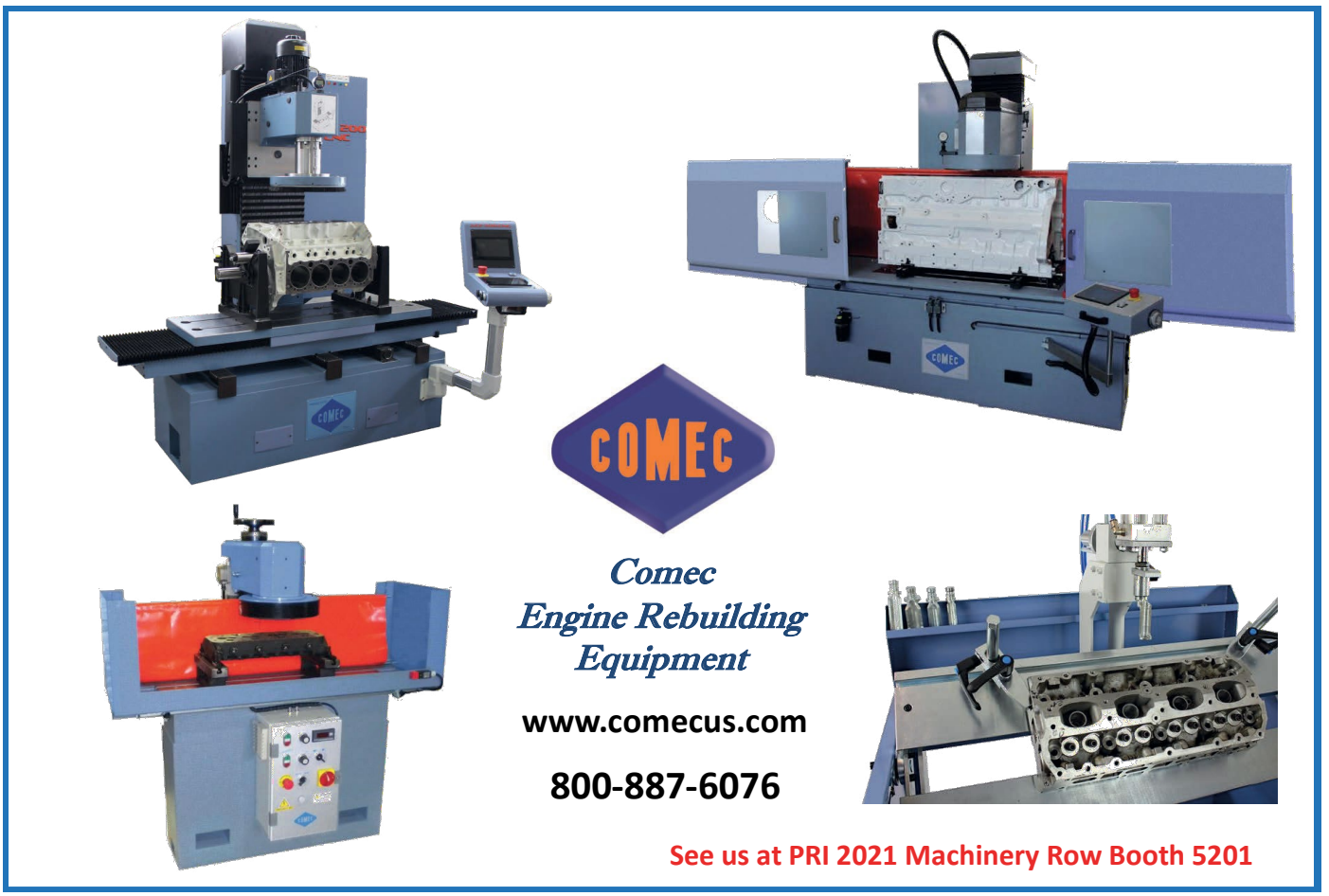
### Sunoco Race Fuels
**Peninsula 325**
PO Box 1226
Linwood, PA 19061
800-RACE-GAS
Sunoco Race Fuels
**See Advertisement on Page 126**

### Sunoco Racing Lubricants
**434**
420 Imperial Court
Bensalem, PA 19020
610-639-6494
Racing Engine Oils & Metalworking Oils

### Supercharger Systems Inc
**3842**
5300 West 140th St.
Brookpark, OH 44142
216-676-5800
Superchargers, Drives, Injector Hats

### SuperFlow Dynamometers & Flowbenches
**Peninsula 5501**
N60 W22700 Silver Spring Dr.
Sussex, WI 53089
262-252-4301
Engine Dynos, Chassis Dynos, and Flowbenches
**See Advertisement on Page 273**

### Supertech Performance
**Peninsula 4141**
285 Digital Dr.
Morgan Hill, CA 95037
408-448-2001
Valves, Valve Train Components
**See Advertisement on Page 115**



### Surf & Turf Instant Shelters Inc
**243**
11 Garden Ave., Unit 4
Stoney Creek, ON L8E 2Y8
Canada
905-664-4758
Plain/Branded Pop Up Canopies, Flags, Tables

### Swain Tech Coatings Inc
**1409**
963 North Road
Scottsville, NY 14546
585-889-2786
Coated Engine and Exhaust Parts

### Swift Filters Inc
**1051**
24040 Forbes Rd.
Oakwood Village, OH 44146
440-735-0995
Fuel, Oil Filters and Tank Breathers

### Swift Springs
**Peninsula 2625**
15330 Fairfield Ranch Rd., Ste. I
Chino Hills, CA 91709
909-393-8623
Suspension Springs, Valve Springs

### Swift-Cut
**5418**
212 S. Meadow St.
Plymouth, MA 02360
888-572-1160
Plasma Cutting Table, Water-Jet Table

### System 1 Filtration
**3929**
6080 Leonard Noell Dr.
Tulare, CA 93274
559-687-1955
Filters, Mounts, Adapters, Oil Pumps, Magnetos
**See Advertisement on Page 151**

### T&D Machine Products
**933**
4859 Convair Dr.
Carson City, NV 89706
775-884-2292
Shaft Mounted Rocker Arm Systems

### T&E Ent Auto Haulers
**4829**
PO Box 237
Herscher, IL 60941-0268
815-426-2761
Trailer Information
**See Advertisement on Page 271**

### Taylor Motorsports Products
**3509**
5867 NW Springhill Dr.
Albany, OR 97321
541-704-0113
Racing Safety Equipment

### TBM Brakes - RIFE Sensors
**Peninsula 2827**
838 Calle Plano
Camarillo, CA 93012
805-987-7867
Racing Brake Parts and Fast Response Sensors

### TCI
**Peninsula 725**
151 Industrial Dr.
Ashland, MS 38603
800-999-0853
Transmissions, Converters, Flexplates, Shifters
**See Advertisement on Page 96**

### TEAMTECH Motorsports Safety Inc
**2812**
6285 Bay Rd.
Saginaw, MI 48604
989-792-4880
Race Participant Personal Safety Products

### Tech Line Coatings
**Peninsula 1225**
PO Box 640/8730 Rutledge Pike
Rutledge, TN 37861
865-773-0599
Coatings: Exhaust, Dry Film Lube, Air Cure, More

### Technocraft Cabinets LLC
**Peninsula 1845**
1540 N. Main
Mt Pleasant, TN 38474
931-379-5500
Trailer, Garages, Shop Cabinets
**See Advertisement on Page 293**

### Tekton
**Peninsula 3765**
3707 Roger B Chaffee SE
Grand Rapids, MI 49548
616-988-5253
Mechanic's Hand Tools and Tool Storage

### Telfer Design Inc
**7079**
PO Box 4041
Sonora, CA 95370
408-813-7553
Corporate & Race Orig. Art, Posters & Merch

### Temprel Inc
**2412**
206 Industrial Parkway Dr.
Boyne City, MI 49712
800-582-5098
EGT, CHT-Temperature Sensors & Accessories

### Texas Speed & Performance
**Peninsula 3457**
1621 Aviation Dr., Ste. 105
Georgetown, TX 78628
512-863-0900
Engines & Components, Intake Manifolds

### TEXYS Sensors
**137**
7301 Georgetown Rd., Ste. 125
Indianapolis, IN 46268
317-469-4828
Sensors

### The Custom Mat Co The Brumos Rug Collection
**7077**
9774 Florida Mining Blvd. W., Ste. 705-706
Jacksonville, FL 32257
904-619-6667
Custom Floor Mats

### The DriveShaft Shop
**728**
4530 Southmark Dr.
Salisbury, NC 28147-8264
704-633-2380
Performance CV Axles and Driveshafts
**See Advertisement on Page 265**

### The Joie of Seating Inc
**Peninsula 4439**
4537 Orphanage Rd.
Concord, NC 28027
704-795-7474
Race Seats and Sizing Fixtures

### The Original Slidelite
**7024**
2934 N. Lutheran Church Rd.
Dayton, OH 45426
937-234-3906
The Original Slidelite Attachment Tools

### THE SHOP Magazine
**436**
PO Box 1416
Broomfield, CO 80038-1416
303-469-0424
Magazines

### The Tuning School
**531**
2328 Destiny Way, Ste. A
Odessa, FL 33556
727-264-8875
EFI Training Courses & Technology

### Thitek
**240**
3101 Old Farm Lane
Commerce Township, MI 48390
313-999-1523
Cylinder Heads, Intakes, Blocks

### TI Automotive - Walbro
**4207**
2020 Taylor Rd.
Auburn Hills, MI 48326
248-296-8000
Fuel Pumps, Fuel Modules and Accessories

### Tick Performance
**3142**
179 Thunder Rd.
Mount Airy, NC 27030
336-719-0599
T56 Components, Clutch Masters, LS Parts

### Ticon Industries Inc
**Peninsula 2415**
806 S. West Dr.
Leander, TX 78641
512-827-3688
Titanium and Stainless Steel Fab Materials

### Tillotson Racing
**3309**
2130 N. 22nd St.
Decatur, IL 62526
312-961-8454
Racing & Rental Karts, Engines & Carburetors

### Tilton Engineering
**Peninsula 1301**
25 Easy St.
Buellton, CA 93427-9566
805-688-2353
Clutches, Flywheels, Pedals, Starters

### Titanium Processing Center
**338**
51513 Industrial Dr.
New Baltimore, MI 48047
888-771-9449
Titanium

### Titus Performance LLC
**7025**
9875 Adams Wilett Rd.
Nanjemoy, MD 20662
301-932-9292
Aftermarket Cleveland Engine Components

### T-Man Performance
**2033**
205 Pitts Street
Kernersville, NC 27284
336-993-7068
Cylinder Heads, Cams, Breathers, Hats, Shirts

### TMS Titanium
**2039**
12215 Kirkham Rd., Ste. 300
Poway, CA 92064
858-748-8510
Titanium Material, Parts and Show Car

### Top Street Performance
**Peninsula 2001**
15050 Shoemaker Ave.
Santa Fe Springs, CA 90670
562-926-5858
LS/Coyote, Fuel and Ignition Parts
**See Advertisement on Page 139**



### TOPDON USA Inc
**113**
400 Commons Way, Suite A
Rockaway, NJ 07866
833-629-4832
Diagnostics, Battery Test, Battery Jump

### TopSolid
**5356**
246 Janata Blvd., Ste. 265
Lombard, IL 60148
630-889-8055
TopSolid CAD/CAM Software

### Torco Oils & Fuels
**4906**
1720 S. Carlos Ave.
Ontario, CA 91761
909-980-1495
Lubricants and Fuel Products
**See Advertisement on Page 142**

### Torque Trends Inc
**Electric Vehicles Display**
16483 N. 165th Ave.
Surprise, AZ 85388
623-755-8214
EV Gearbox and Driveline Components

### Torqued Distribution
**313**
121 S. Maple Ave., Ste. 4
San Francisco, CA 94080
415-767-6905
Tech-focused WD Specializing in Import Brands

### Total Power
**3405**
1698 Midwest Blvd., Ste. C
Indianapolis, IN 46214
760-968-7458
Batteries, Starters, Cables, Alternators

### Total Seal Piston Rings
**Peninsula 1525**
22642 N. 15th Ave.
Phoenix, AZ 85027-1320
623-587-7400
High Performance Piston Rings

### Total Venue Concepts
**1640**
1266 E. CR Road 400 N.
Petersburg, IN 62249
419-677-3023
Race Track Surface Equipment and Services

### TotalSim US
**135**
4960 Blazer Pkwy.
Dublin, OH 43017
614-255-7426
TotalSim CFD and Aero Testing Services

### Toyo Tire U.S.A. Corp
**Peninsula 3047**
5665 Plaza Dr., Ste. 300
Cypress, CA 90630
714-236-2080
Toyo Tires Proxes Competition Products

### TracTive Suspension
**Peninsula 4151**
Kovel 1B
Cuijk 5431 ST
Netherlands
+31 485 310 309
Semi-active Shockabsorber Systems - SA & PnP

### Trailer Alarms LLC
**7100**
301 Main Plaza, #241
New Braunfels, TX 78130
877-604-7381
Trailer Security Since 1996
**See Advertisement on Page 175**

### TransGo
**3409**
2621 Merced Ave.
South El Monte, CA 91733-1997
626-443-7456
Transmission Shift & Reprogramming Kits

### Transmission Specialties
**1210**
375 Turner Industrial Way
Aston, PA 19014
610-485-9110
Transmissions, Torque Converters, Parts

### Trend Performance
**Peninsula 825, Peninsula 925**
23444 Schoenherr Road
Warren, MI 48089
586-447-0400
Pushrods, Wrist Pins and Valvetrain Comp.

### Trick Race Parts
**1808**
874 RT 900 E
St Albert, ON K0A 3C0
Canada
613-802-0124
Helmet Cooling Technology, Tire Siping

### Trick-Tools
**Peninsula 5329**
75 Truman Rd.
Pella, IA 50219
641-628-3860
Metal Fabrication Tools, Metal Shaping Tools

### Triple X Race Components Inc
**Peninsula 3515**
245 N. Hill Blvd.
Burlington, WA 98233
866-632-9925
Sprint Car, Midget, & 600 Chassis and Parts

### TRUMPF Inc
**Peninsula 5343**
111 Hyde Rd.
Farmington, CT 06032
860-255-6000
Portable Power Tools and 2D Laser Cutting

### Tub O' Towels
**5011**
4520 Richmond Rd.
Cleveland, OH 44128
216-464-6440
Cleaning Wipes, Lubricating Oil Hand Cleaner

### Tubeworks Raceline Products
**3728**
1506 7th St.
Riverside, CA 92507
951-784-7900
Billet Diffs, Underdrives, Drivetrain Components

### Turbonetics
**Peninsula 3239**
14399 Priceton Ave.
Moorpark, CA 93021
805-581-0333
Turbochargers

### Turbosmart
**Peninsula 347**
2020 South Lynx Place
Ontario, CA 91761
909-476-2570
Turbosmart Boost and Fuel Management

### Turbostart Batteries
**7034**
2847 John Deere Dr., Ste. 102
Knoxville, TN 37917
865-394-6535
16V and 12V Racing Batteries, Chargers

### Turn 14 Distribution
**Peninsula 3847**
100 Tournament Dr., Ste. 100
Horsham, PA 19044
267-468-0350
**See Advertisement on Page 43**

### Turn 2 Racing Communications
**4030**
4416 Stein Highway
Seaford, DE 19973
302-362-2441
Racing Radios, Trailer Curtains and Pit Mats

### Turn One Steering
**Peninsula 3615**
40 W. Morley Dr.
Saginaw, MI 48601
989-759-4206
Steering Pumps, Fittings, Boxes, Accessories

### Turner Technology
**5441**
PO Box 536
Cloudcroft, NM 88317
575-682-5564
Balancing Machine

### Turnkey Trailers
**Trailer 8526**
29710 FM 2978 Rd.
Magnolia, TX 77354
281-356-1386
53' Race Transporter

### TW Metals LLC
**4905**
760 Constitution Dr., PO Box 644
Exton, PA 19341
800-545-5000
Specialty Metals
**See Advertisement on Page 125**

### U.S. Legend Cars International
**Peninsula 4339**
5245 Highway 49 S.
Harrisburg, NC 28075-8476
704-455-3896
Legend Car, Bando, Legend Engine, Bando Engine

### UCoat It
**629**
PO Box 726
Royal Oak, MI 48068
800-826-2848
Do it Yourself Floor Coating Systems

### Ultimate Awning
**4024**
11534 Parkside Ln. N
Champlin, MN 55316
612-816-9644
Awnings, Canopies, Pit Accessories, Tents

### Ultimate Headers
**814**
82 Helwig St.
Berea, OH 44017
440-234-9600
SS Headers, Flanges, Clamps
and Components

### Ultra Lite Brakes and Components
**2800**
1378 Old State Rte. 119
Mount Pleasant, PA 15666
724-696-3744
TO Brake Rotors, Calipers and Parts

### Ultra Shield Race Products
**4004**
19313 US Hwy. 69 S.
Flint, TX 75762
903-894-3550
Alum. Seats, Seat Belts, Nets & Tearoffs

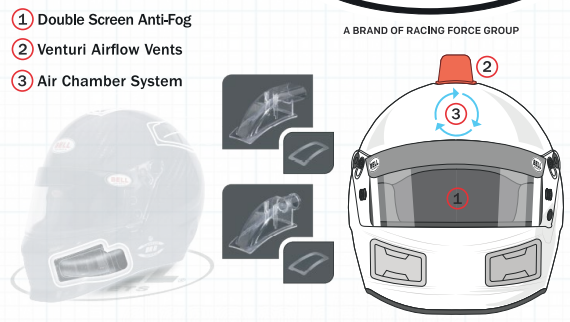

BR8 DIRT / OFF ROAD

BELL HELMETS
A BRAND OF RACING FORCE GROUP




Designed for off-road and dirt forms of racing, the versatile and lightweight BR8 Carbon can be used in multiple configurations including standard, left or right side forced air, left or right 3/4 top forced air, or top forced air.

Utilizing an innovative kit system (included with the helmet), racers can customize the BR8 to adapt to different forms of racing and seat configurations providing the ultimate flexibility in one model. Available in lightweight composite and ultra-lightweight carbon versions.




- Double Screen Anti-Fog (DSAF) insert to create a positive visor seal and prevent shield fogging
- Rear-facing Venturi Airflow Vents that prevent dust from entering the helmet while still allowing forced air to be introduced into the helmet
- Unique Air Chamber System that evenly distributes airflow around the head regardless of the top air configuration used
- The helmet can be used with or without ear cups (included with the BR8 Carbon & sold separately for BR8 Matt Black & BR8 White versions)
- Innovative Kit System featuring a low profile forced air insert (included)

CHAMPIONS WEAR BELL
TO LEARN MORE, VISIT US AT: BELLRACING.COM

### Ultradyne Racing Cams
**638**
8785 Old Craft Rd.
Olive Branch, MS 38654
662-893-5670
Camshafts, Crankshafts & Related Valvetrain

### UltraSonic LLC
**Peninsula 5641**
1200 Ferris Rd.
Amelia, OH 45102
513-502-9746
Ultrasonic Cleaning Units and Accessories
**See Advertisement on Page 275**

### UMI Performance Inc
**Peninsula 4021**
509 Hemlock St.
Philipsburg, PA 16866
814-343-6315
Suspension and Chassis Products

### UniSteer Performance
**507**
1555 Enterprise Pkwy.
Twinsburg, OH 44087
330-425-9080
Steering Systems, Steering Components

### United Engine & Machine Co
**Peninsula 1251**
1040 Corbett St.
Carson City, NV 89706
775-882-7790
Coatings and Pistons
**See Advertisement on Page 141**

### United Race Parts
**Peninsula 917**
150 Ostwalt Amity Rd., Bldg. D-101
Troutman, NC 28166
704-508-1667
Impact Wrenches and Pit Equipment
**See Advertisement on Page 190**

### United States Auto Club
**Peninsula 3521**
4910 W. 16th St.
Speedway, IN 46224
317-247-5151
Sanctioning Bodies

### United States Postal Service
**7055, 7195**
475 L'Enfant Plaza SW
Washington, DC 20260
202-268-2000
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### United Trailers
**Trailer 8427**
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Bristol, IN 46507-9709
574-848-7088
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### VAC Motorsports - Drenth USA
**Peninsula 1743**
2501 Snyder Ave.
Philadelphia, PA 19145
215-462-4666
Billet Engine Blocks & Sequential Gearboxes
**See Advertisement on Page 187**

### VAHLCO Racing Wheels
**Peninsula 4615**
849 Route 539
New Egypt, NJ 08533
609-758-7013
Performance Wheels for Dirt and Asphalt

### Valco Cincinnati Consumer Products Inc
**1939**
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Cincinnati, OH 45246-1213
513-874-6550
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### VBOX Motorsport
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Farmington Hills, MI 48331
248-994-9050
Data Loggers

### Velocita USA
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Lexington, NC 27295
336-764-8502
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### Vengeance Racing
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Cumming, GA 30040
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Mississauga, ON L5T 2S5
Canada
905-564-2808
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### Victory 1
**Peninsula 825, Peninsula 925**
159 Lugnut Lane
Mooresville, NC 28117
704-799-1955
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### Victory Custom Trailers
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Metamora, MI 48455
810-678-2727
Trailer and Coach

### Victory Packaging
**3043**
3555 Timmons Ln., Ste. 1400
Houston, TX 77027
713-961-3299
Packaging and Corrugated
**See Advertisement on Page 114**

### Viking Performance Inc
**Peninsula 3033**
21401 Hemlock Ave.
Lakeville, MN 55044
952-469-4130
Shocks, Struts, Coil Springs, Rod Ends

### Vision Wheel
**Peninsula 4945**
3512 6th Ave. SE
Decatur, AL 35603
800-633-3936
Wheels
**See Advertisement on Page 130**

### VMP Performance
**2725**
170 South SR 415
New Smyrna Beach, FL 32168
321-206-9369
Superchargers and a Vehicle

### Vortech Superchargers
**Peninsula 401**
1650 Pacific Ave.
Oxnard, CA 93033
805-247-0226
Vortech & Paxton Centrifugal Superchargers
**See Advertisement on Page 186**

### Voss Wheelie Bars - Racelite Lithium
**4110**
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Live Oak, FL 32064
386-362-4766
Carbon Wheelie Bars, Lithium Battery

### VP Racing Fuels Inc
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Kilgore, TX 75662
903-483-7995
Intercoolers, Downpipes, Intake Manifolds
**See Advertisement on Page 140**

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**See Advertisement on Page 146**

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### Woolf Aircraft Products Inc
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**See Advertisement on Page 223**

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By enforcing rules that ban street cars from being converted into dedicated race cars, the Environmental Protection Agency poses a serious threat to the racing industry. We MUST unite to make our collective voice stronger in Washington, DC, to help preserve motorsports for future generations.

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**Discover the latest technological advances, actionable business advice, and novel opportunities to enhance your professional and grassroots operations in dedicated seminars offered during all three days of the PRI Trade Show.**

**By Bradley Iger**

Held alongside the PRI Trade Show at the Indiana Convention Center (ICC) in Indianapolis on December 9–11, PRI Education is a collection of workshops, panels, and seminars that will cover a wide range of hot-button topics across the ever-evolving motorsports industry.

From proven content creation and social media strategies to engine-building tips from masters of the craft, PRI Education is an invaluable resource for teams, speed shops, race officials, and just about anyone else who is looking to put their best foot forward going into the upcoming race season.

"As we have been for many years, we're bringing the experts from their respective fields to Indy to give PRI Members hard-earned knowledge on business, tech, and our industry," said Dan Schechner, PRI's Director of Education. "And over the course of three days this year, we'll be offering more sessions that cover more topics than we ever have before."

With a strong focus on the continued growth of the industry, PRI Education provides the information and tools that racers, small business owners, and organizers need in order to take their endeavors to the next level—and beyond.

## TECH EDUCATION

### 3D COMPUTER FLOW ANALYSIS SIMULATION OF PERFORMANCE INTAKE & EXHAUST PORT

Thursday, December 9
10:00 a.m. – 11:30 a.m.
**Location:** Meeting Room 236
**Speaker:** Dan Agnew, Principal Engineer at EngSim Corp.


Dan Agnew

Simulation tools continue to expand in detail and capability, and engine airflow systems are the latest arena where Computation Fluid Dynamics (CFD) can provide crucial data before real-world prototype testing is available. With the aid of a good CAD model, these CFD simulations can yield not only flow capacity and efficiency analysis, they can also provide visual and numeric information about in-cylinder mixture motion, flow separation, air velocity, and other important metrics that will help determine the best hardware design solutions for a given component.

### PERFORMANCE ENGINE BEARINGS: FUNDAMENTALS & DESIGN

Thursday, December 9
1:00 p.m. – 2:30 p.m.
**Location:** Meeting Room 236
**Speaker:** Dan Begle, Performance Sales Engineer at MAHLE Aftermarket


Dan Begle

Join us for a deep dive into the fundamentals of performance engine bearing design. Here we'll define overlays, substrates, oil flow, bearing crush, and geometry while also exploring how bearing selection can have an impact on overall engine performance and reliability. We'll also take a closer look at how race-specific components like rpm limiters, superchargers, nitrous oxide, and turbos can affect bearing choice, and discuss the best practices related to the use and maintenance of these products.

### AIR SPEED IN ICE & BENDING THE RULES FOR MORE POWER

Thursday, December 9
2:00 p.m. – 4:00 p.m.
and Saturday, December 11
2:00 p.m. – 4:00 p.m.
**Location:** Meeting Rooms 234–235
**Speakers:** Darin Morgan, BES Racing Engines; Preston Mosher, Cylinder Head Department Manager at BES Racing Engines


Darin Morgan

Legendary engine builder Darin Morgan and BES Racing Engines cylinder head department manager Preston Mosher will provide an overview of various combinations built by BES based on 50- to 60-year-old engine architectures that utilize modern cylinder head, induction system, and valvetrain technology to produce ever-higher power levels. This session will cover peak and average air speeds, pressure recovery dynamics, discharge coefficients, and intake tract harmonic tuning, among other subjects. We'll also take a closer look at the rules governing induction system design, and how these rules change as a result of less-than-adequate engine architecture or sanctioning body rule restrictions.

### RACING VALVE SPRING DESIGN AND DEVELOPMENT

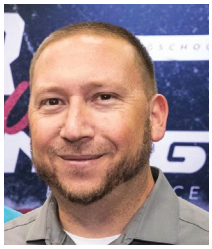
Friday, December 10
8:00 a.m. – 9:00 a.m.
**Location:** Meeting Room 233
**Speaker:** Chris Osborn, Director of Operations & Engineering at PAC Racing Springs


Chris Osborn

Focusing on valve springs specifically developed for racing engines, this session will explore the technical aspects that factor into the design, material use, and processing that allow this critical component to survive in a highly aggressive engine application. We will also cover valve spring selection, handling, installation, and inspection, among other topics.

### THE PAST, PRESENT & FUTURE OF EFI TUNING

Friday, December 10
2:00 p.m. – 3:30 p.m.
**Location:** Meeting Room 236
**Speaker:** Bob Morreale, President at The Tuning School


Bob Morreale

Led by Bob Morreale of The Tuning School, this session will review how the industry progressed from early electronic fuel injection to modern tuning for today's high-performance engines, and where the future of EFI is headed. Established in 2007, The Tuning School offers online courses and in-person instruction with a focus on educating students about how to use various tuning software platforms while also providing experience in tuning stock, basic bolt-on, and forced induction applications.

### JUST THE FACTS: A CAN'T-MISS PANEL ON RACING FLUIDS

Saturday, December 11
10:30 a.m. – 11:30 a.m.
**Location:** Meeting Rooms 234–235
**Speakers:** Bill Alexander, Lubricant Technology Director at Driven Racing Oil; Kyle Fickler, Director of Sales & Business Development at Driven Racing Oil; Jason Rueckert, Midwest Regional Manager at VP Racing Fuels; Lake Speed Jr., VP of Sales & Marketing at Total Seal


Kyle Fickler

From oils to fuel additives and everything in between, this panel will provide a comprehensive and in-depth look at selection, application, maintenance, and more from some of the leading authorities in racing fluids and tribology today. Driven Racing Oil's Director of Sales & Business Development Kyle Fickler leads the discussion designed to help dispel myths and clarify misconceptions about fluid use and how to ensure your systems are primed for optimal performance.

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## BUSINESS EDUCATION

### BUILDING YOUR BRAND & BUSINESS SIMULTANEOUSLY

Thursday, December 9
10:00 a.m. – 11:30 a.m.
**Location:** Meeting Room 233
**Speaker:** Christopher Salem, CEO & Executive Coach at CRS Group Holdings, LLC


Christopher Salem

Truly successful businesses not only provide the products and services that their customers need, they consider their values and engage their audience on a variety of platforms in order to establish themselves as trusted advisors in their fields. But building this level of influence doesn't happen by accident—it requires a calculated approach to communication styles, content types, and the mediums where that content is made available. Come discover the strategies that will lead your organization to higher retention and sustainable growth.

### COMPETING FOR QUALITY: HIRING & EMPLOYEE RETENTION

Thursday, December 9
1:00 p.m. – 2:30 p.m.
**Location:** Meeting Rooms 231–232
**Speaker:** Ed Krow, Talent Transformation Expert at Ed Krow, LLC


Ed Krow

Success in today's marketplace requires adaptation to changing workforce demographics. In this session we will look at effective recruiting strategies across generations, the new recruiting framework in today's economy, and 11 key strategies to revamp your recruiting message. We'll also explore how compensation impacts the recruiting and onboarding processes, considerations when designing a pay structure, key retention and motivation drivers, and how to avoid potential pitfalls.



Visit PRI Booth 1925

## CONVERTING SEARCH TRAFFIC INTO SALES TRAFFIC

Thursday, December 9
1:00 p.m. – 2:30 p.m.
**Location:** Meeting Room 233
**Speaker:** Jason Dodge, Founder & CEO at BlackTruck Media + Marketing


Jason Dodge

With increasing numbers of racers and enthusiasts turning to online sources for parts and services, search engine optimization has become a crucial component of brand visibility. But getting customers to your webpage is only half the battle, and how they interact with the site can have a profound impact on your ability to generate revenue online. Here we'll share actionable insights that will help determine how customers are searching for your products, and ways to enhance their experience that can improve your bottom line.

## UPDATE: RPM ACT & EMISSIONS COMPLIANCE

Thursday, December 9
3:00 p.m. – 4:30 p.m.
**Location:** Meeting Rooms 231–232
**Speakers:** Daniel Ingber, Vice President, Government & Legal Affairs at SEMA; David Goch, Partner at Webster, Chamberlain & Bean


Daniel Ingber


David Goch

This session will cover all the latest information regarding the Recognizing the Protection of Motorsports Act of 2021 (RPM Act), also known as H.R. 3281. This bipartisan legislation is designed to protect Americans' right to convert street vehicles into dedicated race cars as well as the motorsports industry's ability to sell products that enable these racers to compete. The RPM Act reverses the EPA's interpretation that the Clean Air Act does not allow any motor vehicle designed for street use to be converted into a dedicated race car.





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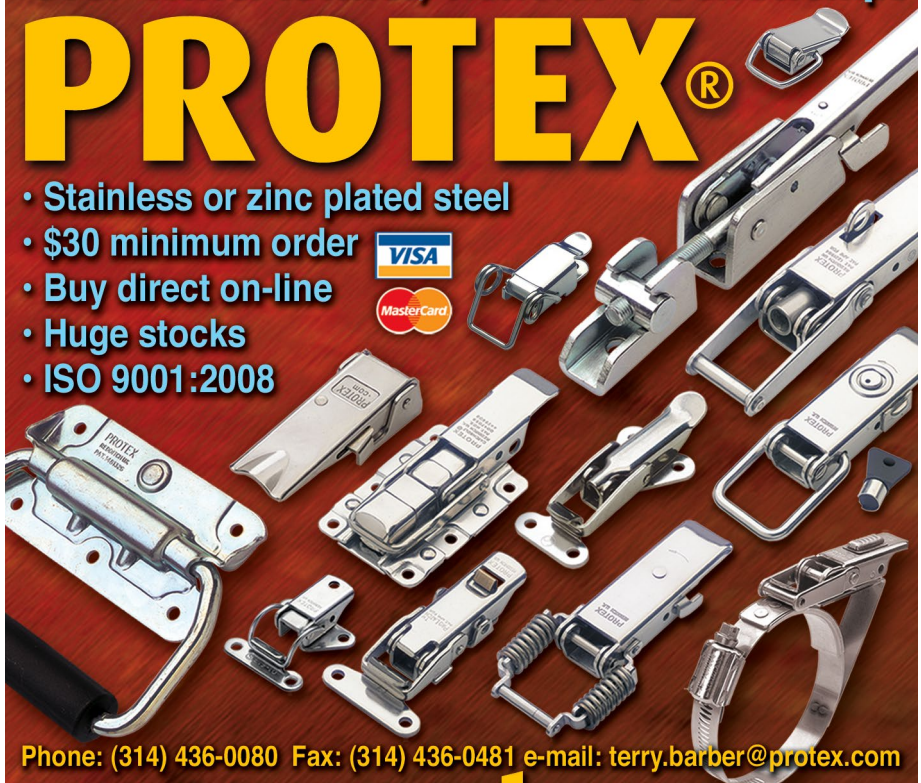

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## WHY YOUR PERFORMANCE BUSINESS DOES NEED A WEBSITE

Thursday, December 9
3:00 p.m. – 4:30 p.m.
**Location:** Meeting Room 233
**Speaker:** Brian Lewis, CEO at Wolfhound Interactive


Brian Lewis

Before the digital transformation of 2020, many businesses that didn't sell products or services online felt no obligation to establish a web presence. But the world has changed, and so have the expectations of consumers. Here we'll discuss why ecommerce has become obligatory for small businesses, and look at how you can craft the right web experience for your prospective customers and clients straight out of the gate.

## FIFTH ANNUAL WOMEN IN MOTORSPORTS PANEL

Friday, December 10
8:00 a.m. – 9:00 a.m.
**Location:** Meeting Rooms 231–232
**Speakers:** Jeanette DesJardins, President/CEO at Car Chix, Crank It Media; Alba Colon, Hendrick Motorsports Lead Engineer and Program Manager; Ashley Chalk, Vice President of Business Development at Chip Ganassi Racing Teams; Angela Ashmore, Assistant Engineer at Chip Ganassi Racing Teams; Collete Davis, Racing Driver, Content Creator and TV Host; Haley James, Drag Racer


Jeanette DesJardins

Join us for an all-female panel of accomplished industry professionals as we discuss their achievements, challenges, and victories, along with their efforts to inspire and encourage young women who are interested in pursuing careers in motorsports. Moderated once again by Jeanette DesJardins of Car Chix and Crank It Media, this session will also include a Q&A to welcome audience interaction and engagement.

## SHOCK TROOPS: THE VIEW FROM THE COUNTER

Friday, December 10
8:00 a.m. – 9:00 a.m.
**Location:** Meeting Room 236
**Speaker:** Bob Balderston, Owner of Plumb Bob Automotive Fasteners and Fittings


Bob Balderston

We sell solutions, but what about selling systems, and education throughout the sale, and a return to values? Is respect now a thing of the past? Are we going forward or backwards? Did you know women are the key to the future? Know your competition! Learn about how to compete with the manufacturers, the ASE and you, and whether or not professionalism is dead and gone. Join the incomparable Plumb Bob for an unforgettable session rooted in decades behind the counter—and several years of stand-up comedy.

## FACEBOOK 2021: BUILD YOUR REACH WITHOUT BREAKING THE BANK

Friday, December 10
10:30 a.m. – 11:30 a.m.
**Location:** Meeting Rooms 231–232
**Speaker:** Jennifer Cario, Former President of SugarSpun Marketing


Jennifer Cario

Leveraging Facebook to reach potential customers without spending a small fortune on advertising can seem like an impossible task, but the reality is that most businesses can actually accomplish far more organic reach by doing less work on the platform than they currently are. This session breaks down Facebook's algorithm into understandable parts and offers practical tips that will help to attract and convert customers through features and tactics that your competitors probably aren't using—all while reducing your social media workload.





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## YOU'RE MAKING MONEY, BUT WHERE'S THE CASH?

Friday, December 10
10:30 a.m. – 11:30 a.m.
**Location:** Meeting Room 233
**Speaker:** Tom Shay, Principal at Profits Plus Solutions

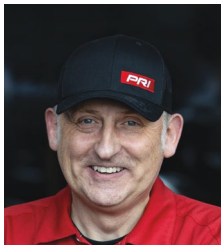


Tom Shay

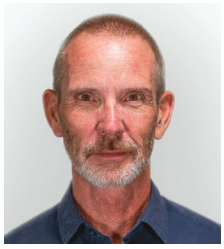
While we currently face challenges in finding people, raw materials, and products, business is indeed booming. But how is that "cash on hand" looking for your business? There's a good reason to be more concerned for a business that is booming than for a business that has little or no growth. Why? Because of all businesses that fail, 54% are profitable when they close the doors—and the most common reason is a lack of cash. Join us as we look at creative ways of budgeting and planning your cash needs for a great year ahead.

## PRI PRESENTS: THE PRESIDENTS PANEL

Friday, December 10
2:00 p.m. – 3:30 p.m.
**Location:** Meeting Rooms 231–232
**Speakers:** Julian Gill, CEO at Eibach; Dr. Jamie Meyer, President at PRI; Jesse Spungin, President at Mechanix Wear; Chris Dickerson, President/CEO at Horizon Hobby; Kevin Miller, President/CEO at USAC; Alex Striler, Motorsports Marketing & Sponsorship Author



Dr. Jamie Meyer



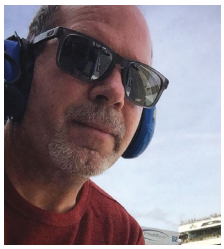
Julian Gill



Jesse Spungin



Chris Dickerson


Kevin Miller


Alex Striler

Featuring the leaders of some of racing's top brands, this session will cover topics at the forefront of leadership and management. Moderated by Alex Striler, panelists will discuss how their companies were impacted by the COVID-19 pandemic, what they learned, and what they're doing differently today. Our panelists will also offer their perspectives and approaches to eSports, SIM racing, electrification in racing, and digital marketing and communications, as well as their outlook for 2022 and beyond.

## WTF IS CONTENT?!

Friday, December 10
2:00 p.m. – 3:30 p.m.
**Location:** Meeting Room 233
**Speaker:** Justin Cesler, Founder at Driveline Studios


Justin Cesler

Not sure what content is, why you need it, or how it fits into your marketing plan? We'll explore proven techniques that will get your product, service, or company noticed in the high-performance industry using a practical and actionable approach to connect your business to your customers through interesting content. Content discussions will include photos, videos, websites, emails and more, and how you can use this content across various marketing channels to reach your customers.

## MAP PRICING 101: THE GOOD, THE BAD & THE UGLY

Saturday, December 11
8:00 a.m. – 9:00 a.m.
**Location:** Meeting Room 236
**Speaker:** Rich Barsamian, VP of Sales & Marketing at Advanced Clutch Technology

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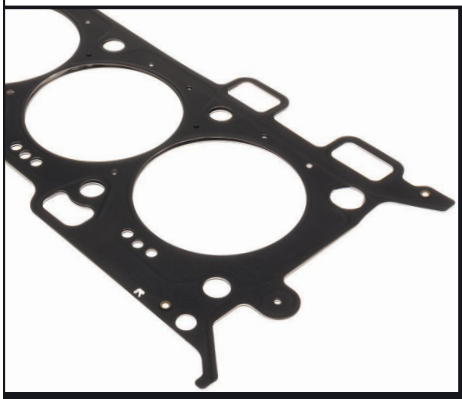
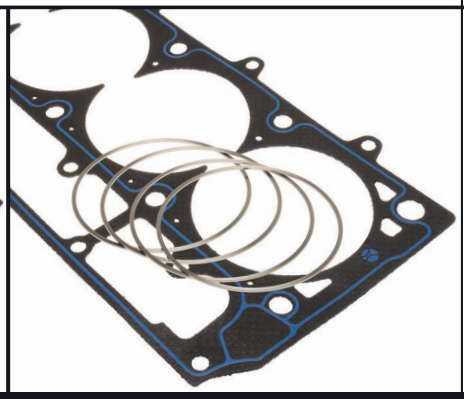

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## PRI'S INAUGURAL SOCIAL INFLUENCER/CONTENT CREATION PANEL

Saturday, December 11
8:00 a.m. – 9:00 a.m.
**Location:** Meeting Rooms 231–232
**Speakers:** John Viscardo, Enterprise Software Sales Manager at Thumbstopper; Emily Williams of Flying Sparks Garage; Jacklyn Drake of NASCAR; Alex Taylor of Alex Taylor Racing; Jeff Huneycutt of HorsepowerMonster.com; Justin Cesler of Driveline Studios

Moderated by John Viscardo of Thumbstopper—a pretty influential guy in his own right—this all-star panel will cover all of the bases of social media influencing and content creation. Topics will include how to get started, which platforms work best for which types of content, best practices for editing and other necessary chores, the optimal timing and frequency of posts, product endorsements, how to make money on social media, and much more.


Emily Williams


Jacklyn Drake


Alex Taylor


Jeff Huneycutt


Justin Cesler


John Viscardo



Visit PRI Booth 2117

## SMALL BUSINESSES DON'T DIE, THEY JUST MAKE TOO MANY MISTAKES!

Saturday, December 11
8:00 a.m. – 9:00 a.m.
**Location:** Meeting Room 233
**Speaker:** Tom Shay,
Principal at Profits Plus Solutions


Tom Shay

US Census Bureau reports show that as companies have downsized, more and more new small businesses are being started. Yet roughly 95% of these companies will not be in business long enough to hold a fifth anniversary sale, and only half of those will celebrate their tenth anniversary. In this session we'll explain why small businesses don't die, they just make too many mistakes, and provide advice that can help prevent your business from becoming another unfortunate statistic.

## INSTAGRAM REALITY CHECK: BOOSTING CUSTOMER ENGAGEMENT ON A BUDGET

Saturday, December 11
10:30 a.m. – 11:30 a.m.
**Location:** Meeting Room 233
**Speaker:** Jennifer Cario,
Former President of SugarSpun Marketing


Jennifer Cario

Instagram is currently one of the hottest platforms for reaching Millennials and Gen Xers, but many companies are seeing disappointing engagement despite significant investments of time and money. Here we will look at a better way to drive engagement using an easy-to-understand breakdown of how Instagram ranks content and provide a practical guide that will allow you to utilize free features to increase engagement. We will also move beyond the hype to talk about the best ways to build affordable outreach efforts that generate quality content without breaking the bank.

## SPONSORSHIP 101: HOW TO WRITE PROPOSALS THAT SELL!

Saturday, December 11
10:30 a.m. – 11:30 a.m.
**Location:** Meeting Rooms 231–232
**Speaker:** Alex Striler, Motorsports Marketing & Sponsorship Author


Alex Striler

Let's start simple: There's a difference between decks and proposals. Decks start relationships, while proposals turn them into partnerships. Don't send a deck if a prospective sponsor asks for a proposal. And while we're at it, don't ever send a proposal that has the word "exposure" in it. All of your assets have some type of value to most sponsors, but exposure is very low on the list. Give them things that increase revenue and they'll continue to use you in their marketing. In this session you'll learn how to write effective proposals that start with negotiation and end in sponsorship, along with other useful advice from the man who literally wrote the book on motorsports marketing and sponsorship.

## ENGAGING THE NEXT GENERATION: YOUTH MOTORSPORTS DEVELOPMENT 101

Saturday, December 11
1:00 p.m. – 2:30 p.m.
**Location:** Meeting Rooms 231–232
**Speaker:** McKenna Haase, Executive Director, Chairwoman of the Board at Youth Racers of America Inc.


McKenna Haase

Led by racer and youth mentor McKenna Haase, this session will cover all aspects of youth motorsports at its core—safety, driving, character, sponsorship, and more. The discussion will include professional drivers who've competed and won at the highest levels of the sport, but the focus will be specifically on young racers so families aren't left wondering how to tailor pro advice to their child's level. We want families to feel comfortable and open about asking professionals questions in a setting where they normally wouldn't have the opportunity to do so, and to engage in open dialogue about popular youth racing topics. PRI



# PRI's FEATURED VEHICLES

Every race car, truck, and boat has a story, whether it was headed to the junkyard before finding new life or Frankenstein-ed together with different parts from different marques. Each one has a special place in its owner's heart, too, as evidenced by the time, care, and resources typically bestowed on these vehicles. In keeping with PRI's tradition of showcasing extraordinary machines, our editors have chosen 21 (for 2021, get it?) vehicles to feature in this year's PRI Trade Show Guide. None would have been possible without the dedication, craftsmanship, and just plain intelligence that goes into the design and manufacture of not only the cars (and one boat), but the engines and parts that propel them. Enjoy our selections…and keep an eye out, as you may see some of these vehicles on display at the PRI Show in December.



# 2013 FORD MUSTANG




## TYLER HASSING

ALLEGAN, MICHIGAN

**RACE SERIES/CLASS:**
NMRA True Street, Open Comp, Bracket

**ENGINE:**
Ford Coyote stock engine tuned by Tyler Hassing of Force Engineering

**CAR:**
Built by Tyler Hassing of Force Engineering

**FEATURES:**
FIS 80-mm turbo; Fore Innovations fuel system; Haltech Elite 2500 ECU; PTC converter; Rossler TH400; M&M shifter; Weld RTS wheels; Mickey Thompson 275 radials; Baer brakes

**FACTS:**
Currently the fastest stock Gen 1 Coyote engine in the world (8.59 @155 mph). The hand-built 180-degree header gives the car a unique sound. Makes upwards of 1,300 hp on the stock engine.

# 2016 CHEVROLET COPO CAMARO



## ROB HOLZHEIMER

NAPERVILLE, ILLINOIS

**RACE SERIES/CLASS:**
COPO, LS-Series, NMCA Super Stock

**ENGINE:**
427 LSX built by Chevrolet Performance

**CAR:**
Built at COPO Build Center in Oxford, Michigan

**FEATURES:**
Bogart wheels; carbon fiber cowl hood; Meziere electric water pump; Hoosier tires; Strange Engineering rearend; Strange Engineering brakes

**FACTS:**
Holzheimer fell in love with COPO Camaros when he worked for Chevrolet Performance in 2014 and made it his goal to own one.

# 1969 MERCURY CYCLONE SPOILER II NASCAR VERSION



## MICHAEL CALLAHAN

CINCINNATI, OHIO

**RACE SERIES/CLASS:**
SCTA C/CPRO class

**ENGINE:**
1970 Ford 351 Cleveland

**CAR:**
Fabricated by Cornfield Customs

**FEATURES:**
Ultrashield seat; Powermaster starter and alternator; Edelbrock intake and water pump; Holley carburetor; Hooker headers; QuickTime bellhousing; McLeod clutch; Ford Racing flywheel; QA1 shocks; RJS belts

**FACTS:**
It's built to pass Bonneville tech with all safety equipment, but there is also a street mode. The Mercury is a Bonneville-legal race car that is also driven to the Woodward Dream Cruise and on the Hot Rod Power Tour.

# 2014 RAYBURN LATE MODEL




## DANE LASTER

GREENWOOD, INDIANA

**DRIVER:**
Brayton Laster

**RACE SERIES/CLASS:**
Super Late Model in Lucas Oil Late Model Series, MARS Racing Series, Ultimate Heart of America Racing Series, DIRTcar Summer Nationals

**ENGINE:**
Chevrolet-based engine built by KGB Racing Engines

**CAR:**
Built by Kyle Downey

**FEATURES:**
Genesis racing shocks; Holley carburetor; MSD ignition; Brodix heads; Outerwears pre-filters

**FACTS:**
This car is a throwback theme to Brayton's grandfather, Dave Davis, who raced at Macon Speedway in the 1960s with a gold-painted 1948 Plymouth coupe.

# 1965 FORD FALCON




## RANDY DUNLAP

LINDEN, MICHIGAN

**RACE SERIES/CLASS:**
Retired match race car

**ENGINE:**
496 big block Chevrolet

**CAR:**
Built by Bobby Lagana Sr. in 1965, restored by Randy Dunlap and friends

**FEATURES:**
Enderle injection; Muncie 4-speed transmission; 9-inch Ford rearend

**FACTS:**
Named Chevamoco by Bobby Lagana Sr. because it's a Ford Falcon with Chevy power. It makes about 500 hp.

# 1993 FORD MUSTANG



## DREW ACKLIN

MUSCLE SHOALS, ALABAMA

**RACE SERIES/CLASS:**
Small Tire Radial/Grudge

**ENGINE:**
Big block Chevrolet built by Drew Acklin, Butler Performance

**CAR:**
Built by Drew Acklin, David Key Speed & Suspension, Greg Blades G&S Custom Fabrication

**FEATURES:**
Nitrous Express; Gary Williams Carburetors; Quick Performance; King Bearings; Williams Racing Fuel; Total Seal; NGK; Viking Performance

**FACTS:**
The car's name is Alabama Hammer and was seen on MotorTrend TV's "Fastest Cars in the Dirty South." Acklin, of AKA Racing, purchased the car as a shell and built it from the ground up.

# 1973 JEEP POSTAL DELIVERY




## JORDAN FISHER

PARSONSBURG, MARYLAND

**RACE SERIES/CLASS:**
Carolina No Time 275, No Time Grudge Racing

**ENGINE:**
632-ci big block Chevrolet built by Fisher Motorsports

**CAR:**
Built by Fisher Motorsports

**FEATURES:**
Powerglide transmission built by Jay and Alex Bradford (Bad Habit Racing Trans); chromoly driveshaft built by The Metal Shop; AutoMeter gauges; Wilwood disc brakes; Nitrous Outlet nitrous system; Diamond pistons; Jesel belt drive; GRP aluminum connecting rods; Callies crankshaft

**FACTS:**
This car was built because Fisher wanted something unique and different that's not seen at the drag strip. Fisher is proud of building a Jeep and running good ETs for a short wheelbase, non-aerodynamic vehicle.
Facebook: @fishermotorsports79, Instagram: @fisher_motorsports.

# 1968 CHEVROLET CAMARO




## CHRIS DIEHLMAN

OCALA, FLORIDA

**RACE SERIES/CLASS:**
Florida N/T Racing, Street Outlaws: No Prep Kings

**ENGINE:**
Stock block 5.3 LS built by Speedline Performance

**CAR:**
Finished by Pro Fab Performance Plus, including wiring, plumbing, etc.

**FEATURES:**
M&M shifter; Holley Dominator and Pro Dash; Strange Engineering brakes; RC Components wheels; BorgWarner turbos; XS Power battery; FTI Powerglide

**FACTS:**
When Diehlman was young, his father owned the car and later sold it. Later in life, after his dad passed, Diehlman found it, bought it back and had everything rebuilt.

# 2013
# HOFFMAN CHASSIS, DIRT MODIFIED




## ERIC & JERRY MOORE

NEVADA, MISSOURI

**DRIVER:**
Hunter Lagunes

**RACE SERIES/CLASS:**
USRA Midwest Modifieds

**ENGINE:**
358-ci small block Chevrolet built by Steve Brumback of Brumback Motorsports

**FEATURES:**
Aero Race wheels; AFCO shocks; Wehrs spring slider; ButlerBuilt race seat; Strange Engineering axles; Edelbrock manifold; Speedway Motors radiator; American Racer tires; Hypercoil springs

**FACTS:**
The driver is 13 years old, and in his first year of racing anything.

# 1998 CHEVROLET CAMARO Z28




## CAPRI WESLEY

MILTON, FLORIDA

**RACE SERIES/CLASS:**
5.70 index, 5.80 index, 6.0 index, 6.50 index, Small Block N/T

**ENGINE:**
406 conventional small block Chevy built by Johnny Kelley

**CAR:**
Built by Gary Medders

**FEATURES:**
Nitrous Express Crossplate system; Menscer Motorsports double adjustable struts and shocks; Strange Engineering rearend/axle assembly; Weld Alumastar 17-inch wheels; Mickey Thompson Pro Bracket radials; Speedwire Systems switch/panel system

**FACTS:**
This vehicle is female raced and maintained.

# 2011 JOKER POWERBOAT 26




## PETER SMITH

RIVERTON, NEW JERSEY

**RACE SERIES/CLASS:**
Offshore Powerboat Association Class 6

**ENGINE:**
540-ci Chevrolet built by Bud Wilson

**BOAT:**
Built by Smith Brothers Offshore Racing Team

**FEATURES:**
Jones Racing Products; Optima Batteries; Holley EFI; Marren Fuel Injection; E3 Spark Plugs

**FACTS:**
In 2017, the boat spent nine days on the bottom of the Atlantic Ocean in 40 feet of water after it was involved in an accident (not caused by Smith).

# 1969 CHEVROLET CAMARO




## PHIL VELDHEER

HOLLAND, MICHIGAN

**RACE SERIES/CLASS:**
IHRA, GLSSA, NMCA

**ENGINE:**
Legal IHRA crate motor built by Parsons and Myers Race Engines

**CAR:**
Built by Phil Veldheer

**FEATURES:**
Mickey Thompson tires; VP C12 race fuel and 10w40 full synthetic race oil; ARP fasteners; NGK spark plugs; Moroso plug wires; PROFORM Parts water pump and fan; Cometic gaskets; Hedman Hedders headers; Optima battery; Fragola hoses and fittings; K&N oil and air filters

**FACTS:**
Veldheer set six IHRA speed and ET records in this car, and Mark Howard has won six assorted IHRA and NMCA big races with it.

# 1984 CHEVROLET CAMARO Z28




## JAMES JESCHKE JR.

BADEN, PENNSYLVANIA

**RACE SERIES/CLASS:**
NHRA Stock 1603 I/S

**ENGINE:**
Chevy 305 built by James Jeschke Jr. and dyno'd by Dumoff Engines

**CAR:**
Built by James Jeschke Jr.

**FEATURES:**
Stahl headers; Total Seal; G-Force; Dart block; CP-Carrillo pistons; Mickey Thompson

**FACTS:**
The Camaro was on its way to the scrap yard, but Jeschke built the engine, fabricated and painted the car, and in 2021 won his first Wally.

# 1979 CHEVROLET CAMARO Z28




## CHRIS SCHULTETUS

WYOMING, MICHIGAN

**DRIVER:**
Greg Seher

**RACE SERIES/CLASS:**
Limited drag radial

**ENGINE:**
632-ci big block Chevrolet built by Seher Schultetus Racing

**CAR:**
Built by Go Fast Productions

**FEATURES:**
Speedtech nitrous; Trend Performance pushrods; T&D rockers; PAC springs and retainers; Dart heads and block; Callies performance crankshaft; COMP Cams belt drive; MSD ignition and belt drive distributor; Wiseco pistons; Mickey Thompson tires; Racepak data acquisition; Strange Engineering brakes and axles

**FACTS:**
The car was originally built to run a small block and be bracket raced on the weekends. Now it has turned into a four-second 1/8-mile limited drag radial ride.

# 1964 CHEVROLET II NOVA WAGON




## JIMMY MOTT

**COOKEVILLE, TENNESSEE**

**RACE SERIES/CLASS:**
Bracket racing, Box class

**ENGINE:**
582-ci big block Chevrolet built by PAR Racing Engines

**CAR:**
Built by Gary Jennings Race Cars

**FEATURES:**
Ruperts Alky Carbs carburetor; Goodyear tires; Greg Slack Converters; K&R Performance delay box; Mark Williams Enterprises brakes; Strange Engineering components; Weld wheels; XS Power battery

**FACTS:**
Found in a junkyard, this car started out as a street car project but quickly became a full-blown race car. Car builder Gary Jennings said this car is mastering the “patina look.”

# 1981 MONTE CARLO




## CHERYL GARRISON

PONTOTOC, MISSISSIPPI

**RACE SERIES/CLASS:**
Crate Racin' USA Street Stock

**ENGINE:**
GM-based 602 built by R&C Performance

**CAR:**
Built by High Roller; Billy's Race Shop

**FEATURES:**
Motor State Distributing; Speedway Motors; Hypercoil; Braswell carburetor; Day Motorsports; Allstar Performance; GM Performance; Renegade Fuel; Hoosier Racing tires

**FACTS:**
This car has the factory frame and is still competing and winning races against jig-built cars. It was also a finalist for "Best Looking Street Stock" at the Southern Street Stock Nationals.

# 2009 CADILLAC CTSV



## FELICIA SMITH

OKLAHOMA CITY, OKLAHOMA

**RACE SERIES/CLASS:**
True Street, 1/8-mile No Prep, Rocky Mountain Race Week 9.0 class

**ENGINE:**
427 Iron Dart block with a stock 1.9 Cadillac supercharger built by Kyle Thompson of Thompson Motorsports

**CAR:**
Built by Felicia Smith and Aaron Smith

**FEATURES:**
Nitrous Express Max 5; Circle D Specialties converter; Circle D Transmission 6L90 kit; Frankenstein Engine Dynamics F310 series heads; Radium fuel system; Red Horse Performance fittings and hose; Dynamic Driveline driveshaft; Rick Crawford Racing porting and tuning; Cam Motion custom grind camshaft

**FACTS:**
This car is one of four in the world to run eight seconds in a 1/4 mile with a Cadillac LSA blower. It's completely street legal with every amenity still intact from the dealership. Known as the 4-Door Rocket, this car weighs 4,500 lbs.

# 2017 FORD MUSTANG GT 5.0




## JOHN & MICHELE POOLE

LEXINGTON, NORTH CAROLINA

**RACE SERIES/CLASS:**
ET Street, Mild or Wild, Season 4 No Prep Kings Future Outlaws, Season 4 No Prep Kings Big Tire Outlaws

**ENGINE:**
S550 built by John Poole

**CAR:**
Built by Gary Pundsack and John Poole

**FEATURES:**
Edelbrock supercharger; Steeda suspension; JMS wheels; Exedy clutch; Mickey Thompson tires; Mishimoto radiator; Hurst shifter

**FACTS:**
This car's name is Roxie, and she is one of North America's fastest sealed block Mustangs. She makes 1,000 hp and runs 150+ mph with an ET of 9.36 in the 1/4 mile.

# 1965 FORD MUSTANG




## GREGORY MEINDL

LIME ROCK, CONNECTICUT

**RACE SERIES/CLASS:**
SVRA Group 6/AS

**ENGINE:**
Ford 302 Dart built by Frankie "Ford" Pantaleone

**CAR:**
Built by Karl Bergmann/Gary Young (1965), Bob Aliberto/Chris Liebenberg (1992)

**FEATURES:**
Edelbrock; Dart; Oliver Racing Parts; Jesel; AutoMeter; Classic Tube; Hoosier; Cobra Automotive; ATL; Centerforce

**FACTS:**
This car was purchased by Al Maroone Ford to be a race car beginning with road rallies before eventually being fully converted to race A Sedan/TA in SCCA. In 1970, the worn-out race car was purchased by Bob Aliberto, who restored it in 1992 and raced it until the current owner purchased it in 1998, racing it ever since.

# 1978 FORD PINTO CRUISING WAGON




## MATT FENWRICK & DANN FENWRICK

LIVERMORE, KENTUCKY

**RACE SERIES/CLASS:**
Land Speed Racing, Classic Production class

**ENGINE:**
Ford 2.3L Pinto based built by Matt Fenwrick of Fenwrick Motorsports

**CAR:**
Built by Matt and Dann Fenwrick of Fenwrick Motorsports

**FEATURES:**
Jesel valvetrain; Stef's oil tank; ARP fasteners; Holley Dominator ECU and fuel cell EFI pump; MPI custom steering wheel; Performance Plus oil; Speedway Engineering Mod Lite Floater rearend; Dyer's connecting rods

**FACTS:**
Fenwrick decided to build a Pinto because "despite looking like a brick, its aerodynamics are similar to a Corvette of that era." All of the 3D printing, machining, and painting was done by Fenwrick and his father in their two-car shop.

# 2014
# SHAW RACE CARS DIRT MODIFIED




## ROGER MEALEY

BRASELTON, GEORGIA

**RACE SERIES/CLASS:**
Dirt Open Wheel Modified

**ENGINE:**
602 GM crate motor built by GM

**CAR:**
Built by Shaw Race Cars

**FEATURES:**
SPA Technique; Champion Racing Oil products; RaceQuip products; Performance Distributors; Day Motorsports; E3 Spark Plugs; Kluhsman Racing Components; Fast Shafts carbon fiber driveshaft

**FACTS:**
Mealey has been diagnosed with AFib and put on blood thinners, so unfortunately his racing career has come to an end, but he considers himself very fortunate to have been able to race for many years.

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# 2021 INDIANAPOLIS CITY DIRECTORY

**By Laura Pitts**

The Racing Capital of the World is, to put it simply, open and thriving. Indeed, Indianapolis is primed to host the largest gathering of motorsports professionals on December 9–11, for the three biggest business days in racing. Just this year, Indianapolis has successfully served as the backdrop for several major gatherings, including the entire NCAA Division I men's basketball tournament in March, followed by the Indy 500 in May, which saw some 135,000 fans in attendance.

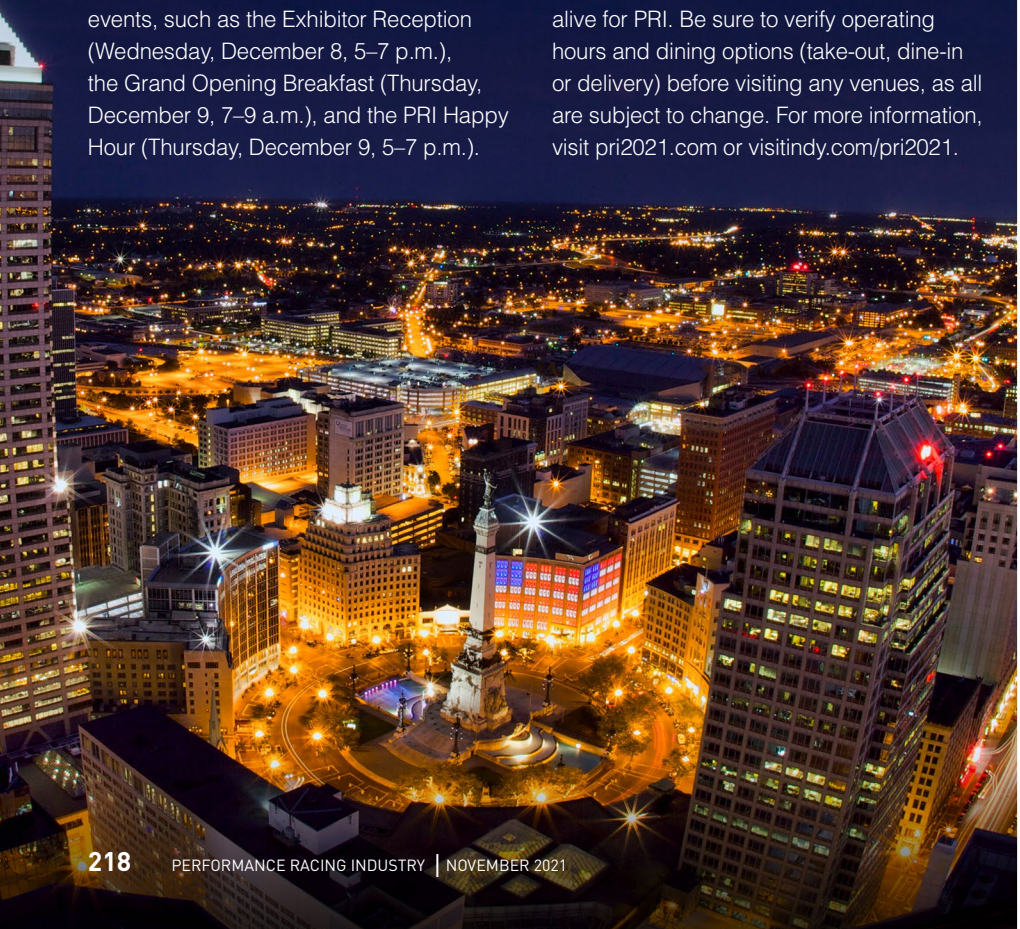
Exhibitors are keen to showcase their latest racing innovations and technology and conduct business face-to-face—many for the first time in two years—in one convenient location: the Indiana Convention Center (ICC) and the adjacent Lucas Oil Stadium.

Attendees will also learn how to improve their operations as part of the largest-ever slate of seminars covering a wide range of hot-button topics, including digital marketing, 3D computer flow analysis, employee retention, valve spring design and much more. The sessions will also be highlighted by several networking events, such as the Exhibitor Reception (Wednesday, December 8, 5–7 p.m.), the Grand Opening Breakfast (Thursday, December 9, 7–9 a.m.), and the PRI Happy Hour (Thursday, December 9, 5–7 p.m.).

But the business of racing continues well after the exhibit halls close for the evening. Tens of thousands of attendees pour into downtown Indy and the surrounding areas to continue connecting over dinner and drinks. Downtown itself is home to some favorite hot spots, such as St. Elmo Steak House and Weber Grill Restaurant; and the nearby Bottleworks District features the high-end food court, The Garage. A 10-minute drive from the ICC is Fountain Square, one of the oldest commercial areas in Indy and home to several restaurants and bars, including Fountain Square Brewing Co.

Much of downtown is walkable. Ground transportation, including taxis and rideshares, is readily available as well. Showgoers have also come to enjoy the climate-controlled skywalks that connect downtown hotels to the ICC and surrounding areas. And, PRI provides complimentary shuttle service to and from the Convention Center and partner Plainfield-area hotels. For more information, visit performanceracing.com/attend/getting-there.

Note that advanced reservations are strongly encouraged, as the town comes alive for PRI. Be sure to verify operating hours and dining options (take-out, dine-in or delivery) before visiting any venues, as all are subject to change. For more information, visit pri2021.com or visitindy.com/pri2021.



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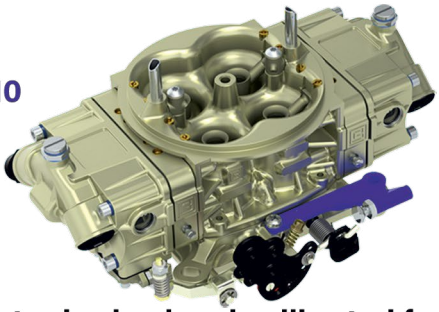

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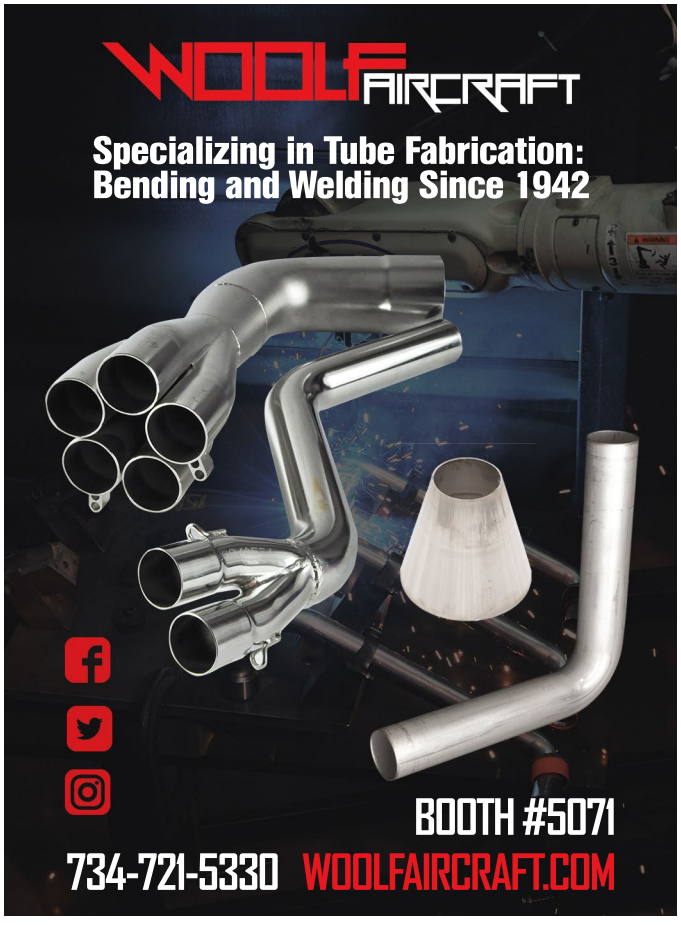


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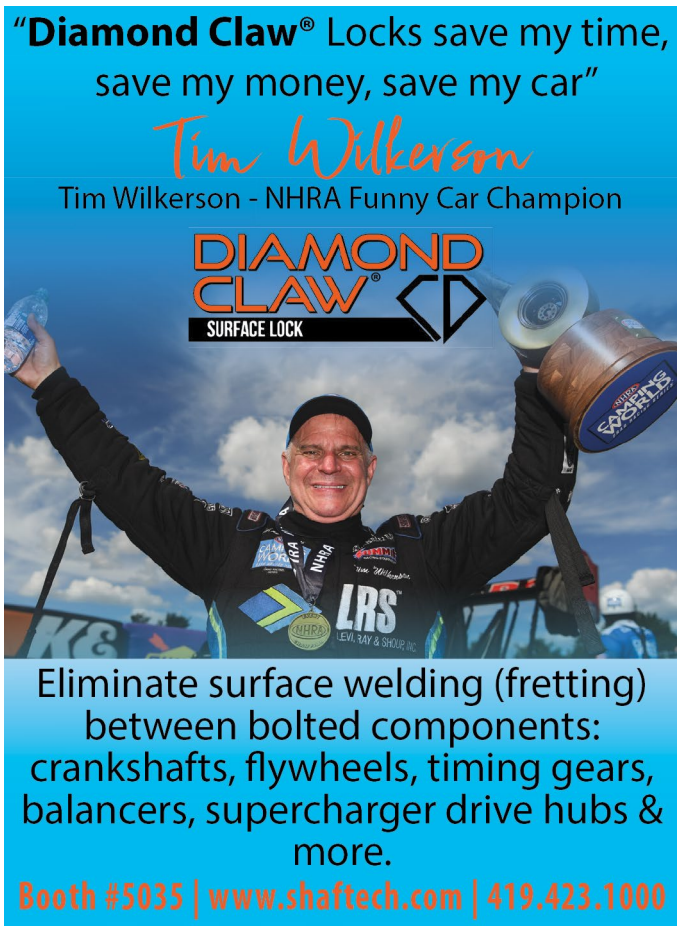

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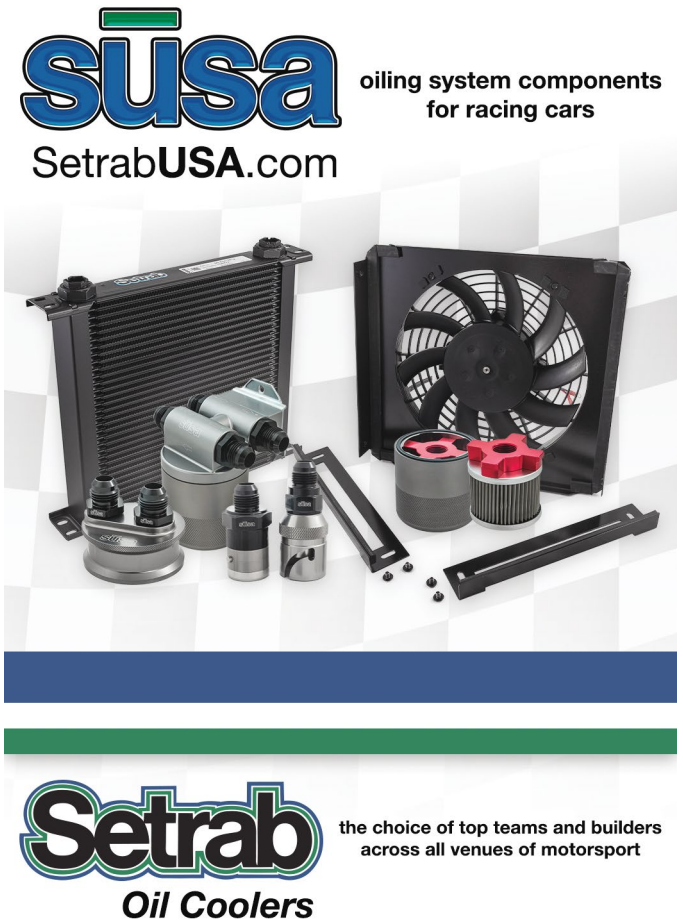




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indianapolismotorspeedway.com

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# NEW FOR PRI 2021




## HEADQUARTERS

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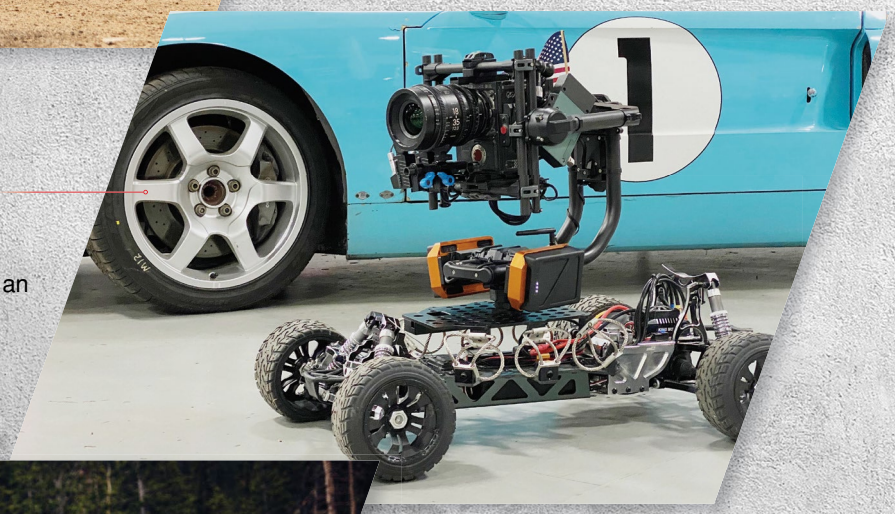
This all-new space will present highlights from the 2021 PRI Road Tour, allow attendees to sign up for the new PRI Membership program, engage with PRI Magazine staff, and meet members of the PRI team.



## CONTENT CREATION

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This new section will give Trade Show attendees an opportunity to learn about best practices and the latest in content creation in the rapidly evolving digital marketing space.



## ELECTRIC VEHICLES

PRI

While electric vehicles still represent a small portion of the performance market, interest is growing, and manufacturers and race teams are already innovating. Get ahead of the competition and learn more about where this market is headed.

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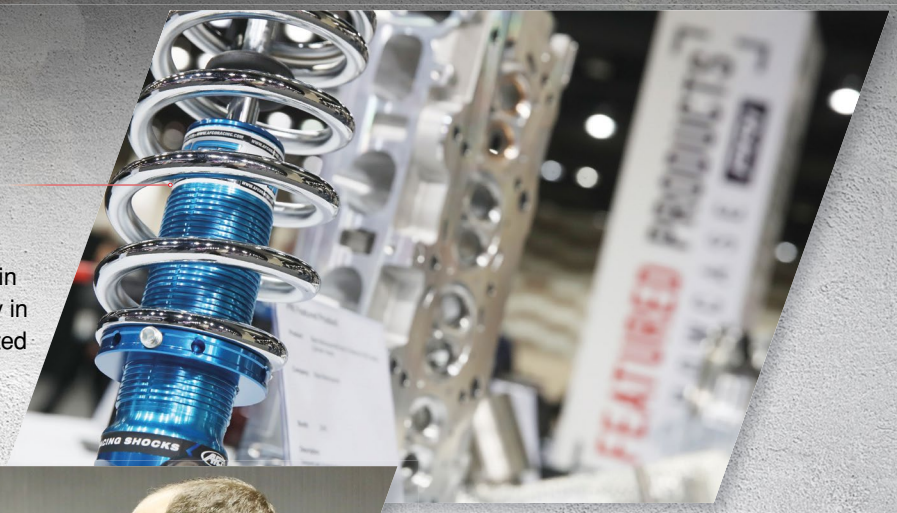

### FEATURED PRODUCTS SHOWCASE

Buyers and media will discover the latest in product development and new technology in PRI's Featured Products Showcase, located just inside Lucas Oil Stadium.



### MACHINERY ROW

Race and machine shop owners know the Yellow Hall's Machinery Row is a can't-miss area. Shop the latest in race machining equipment, with more than 100 precision machines displayed side-by-side and fully operational.




### PRI EDUCATION

All PRI Education seminars are conveniently located in the upstairs meeting rooms inside the Indiana Convention Center. World-class business and technical sessions will cover a range of relevant topics, from social media strategies to EFI tuning, engine bearing design and so much more.




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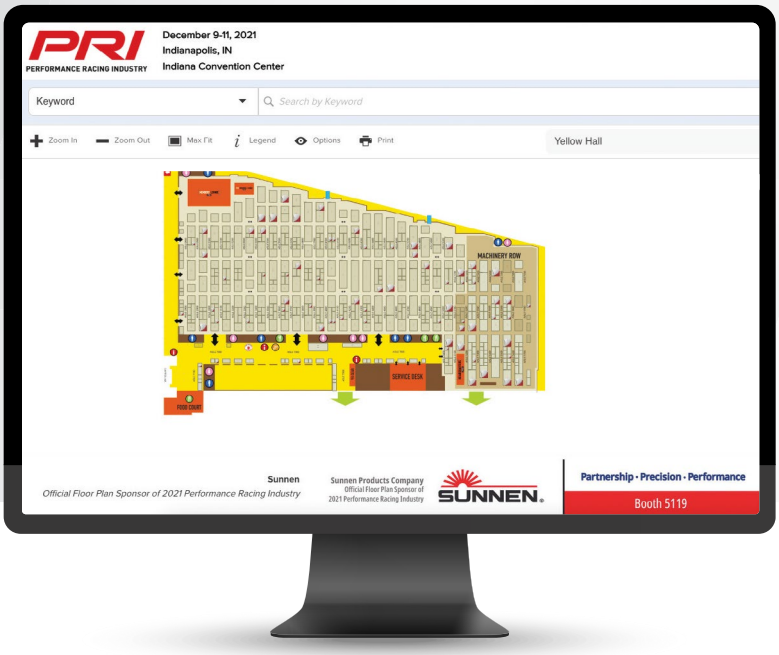

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EXCLUSIVE COVERAGE

# 2021 PRI ROAD TOUR

**Spanning everything from legendary hill climb events to weekend-long ragers celebrating all things fast, the PRI Road Tour showcases the wide range of cultural and competitive reference points that motorsports has become home to.**

**In our third installment of this four-part, behind-the-scenes look at iconic racing events across the country, we're checking out the high-flying action at one of the biggest off-road events anywhere in the world; hitting a festival that's equal parts music, drifting, and record-setting lap times; bearing witness to the performance crucible of Hot Rod Drag Week; and getting back to our roots with some street racing-style competition.**

**For all the latest news, photos, footage, and other sundry delights from the Tour, head on over to performanceracing.com/roadtour.**

**By Bradley Iger**




















## CRANDON WORLD CHAMPIONSHIPS & CRANDON WORLD CUP

For most folks, the phrase "wild off-road racing" conjures up mental images of Baja, Dakar, or vast expanses of Nevada desert. But over Labor Day weekend, Crandon International Off-Road Raceway in Crandon, Wisconsin, was the epicenter of short-course off-road action, playing host to the 52nd Polaris Crandon World Championship as well as the sixth annual Red Bull Crandon World Cup.

Encompassing everything from stock-style UTVs to untethered Pro 2-class trucks, the event brought competitors from the Ultra4 and AMSOIL Championship Off-Road series together in one place and attracted more than 50,000 spectators from around the world—along with sponsors like Polaris, Lucas Oil, Yokohama, and MAVTV.

Although the facility boasts hundreds of miles of ATV/UTV trails, endless acres of forest and grasslands, and more than 2,300 designated camping sites, the focal point of Crandon International Off-Road Raceway is its 1.75-mile dirt track circuit. Known as the longest and fastest off-road racing short-course around, top-tier classes saw speeds of over 100 mph when they weren't negotiating technical corners or catching air off of massive jumps.



PRI ROAD TOUR










## GRIDLIFE

There's no shortage of motorsports events that seek to combine racing and popular culture, but few do so with the scale and contemporary authenticity of GRIDLIFE. Born out of the drifting scene in 2013, GRIDLIFE hosts automotive festivals with on-site camping and an array of underground hip-hop, EDM, and alternative artists and DJs to encourage attendees to make it a multi-day, Coachella-style affair.

Often held at facilities like Road America and Pikes Peak, this particular shindig went down at West Michigan's GingerMan Raceway, and the racing action was largely focused around three disciplines: Time Attack, drifting, and wheel-to-wheel racing in the GRIDLIFE Touring Cup.

Although many participants are SCCA and NASA regional competitors, and GRIDLIFE's demographics skew toward young enthusiasts, the class structures invite participation at every experience level. The Touring Cup attracted a 50-plus-car grid for four sprint races and an additional qualifying shootout, while sponsor support from the likes of Falken Tire, Valvoline, and Hawk Performance illustrate how quickly these events have grown in size and visibility in just a few short years.






12
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GEAR VENDORS


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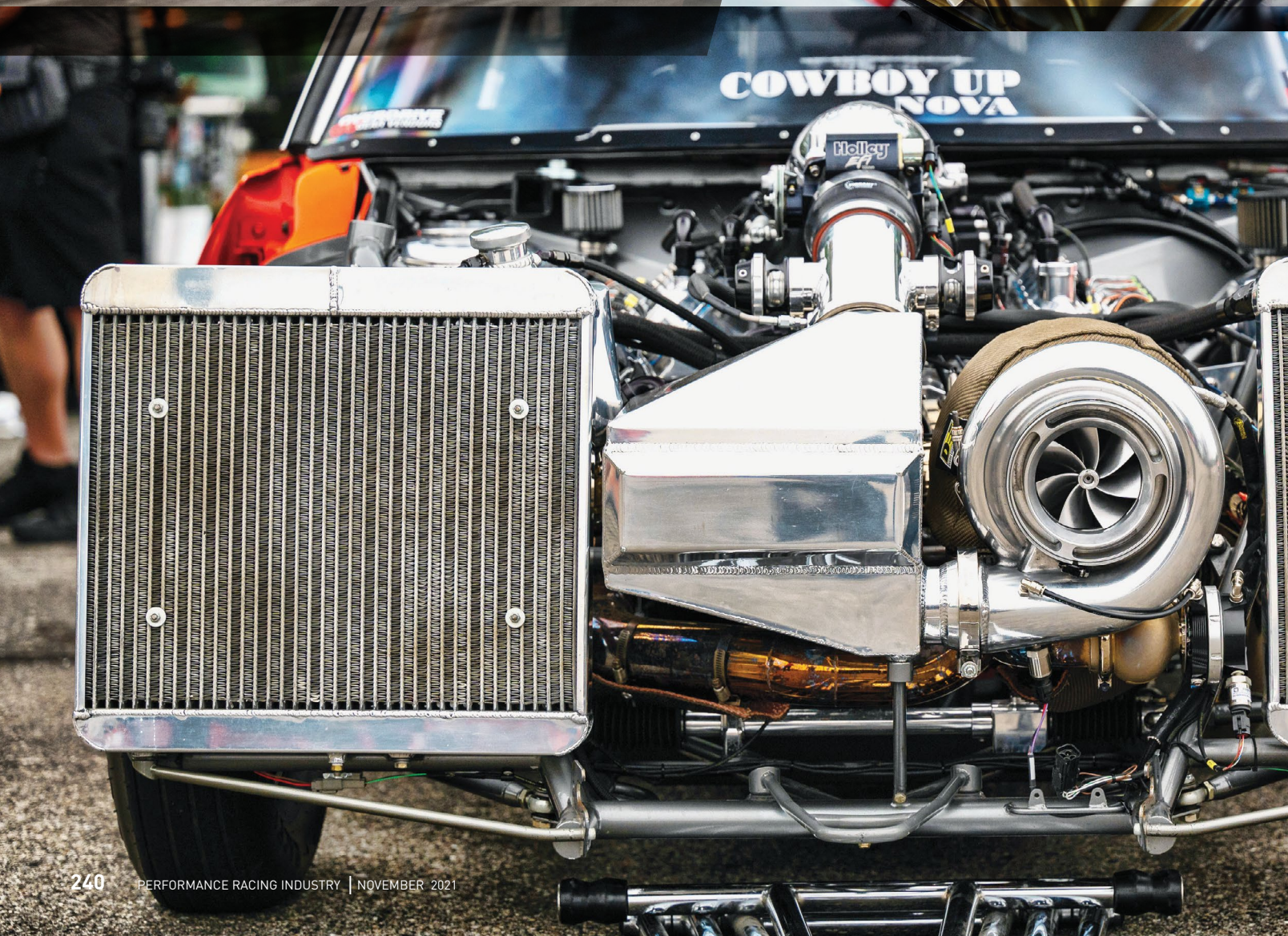
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## HOT ROD DRAG WEEK

First held in 2004, *Hot Rod Magazine's* competition to crown "America's Fastest Street Car" has become an annual pilgrimage for drag racers from around the world. The math behind the event format is simple: Competitors race at five tracks, and their quickest of five runs at each track is recorded, then averaged. The lowest average quarter-mile ET across the five tracks wins.

But simply finishing Drag Week is an accomplishment in and of itself. This year's competition, for instance, included five days of back-to-back racing at five different tracks—US 131 Motorsports Park in Martin, Michigan; Summit Motorsports Park in Norwalk, Ohio; Lucas Oil Raceway in Indianapolis, Indiana; Byron Dragway in Byron, Illinois; and then back to US 131—as well as 1,125 miles of driving on public roads through the Midwest between them. The sold-out event saw 341 cars in the pits as racing initially got underway, but just 292 were still in the running at the start of Day 5.

Despite their declining ranks, no fewer than eight competitors were posting ETs of 7.99 or quicker on the final day of competition. The title would ultimately go to Dave Schroeder and his Pro Mod-based 2019 Corvette with an average ET of 6.793 at 198.8 mph over five days, while runner up Mikeal Borggren and his 1987 Volvo 240 station wagon finished with a 7.259 at 192.44 mph average. Borggren capped off the event with an amazing 6.93 run at 203.34 mph, which we can only assume is the highest velocity that a Volvo 240 has ever achieved…which wasn't shot out of a cannon.

PRI ROAD TOUR












## STREET CAR TAKEOVER

Established in 2013 and held at race tracks across the country throughout the year, Street Car Takeover offers affordable, family-friendly events that combine show n' shines, drifting, burnout competitions, traditional drag racing, and roll races—the latter of which takes inspiration from impromptu competitions out on the street.

While the racing aspects generally cater to the small-tire doorslammer crowd, ETs in the 7-second range and trap speeds exceeding 200 mph aren't uncommon in top classes. This is serious racing presented with a street racing community vibe.

"Racing kept me out of trouble as a kid," said cofounder Justin Keith. "We wanted a platform for that kid that's 17 to 18 years old, maybe just getting into racing, and he may only run 12s. We have a class for him, and the payouts are good. That kid could leave with two grand in his pocket. That will last in his mind forever, and every time Street Car Takeover comes around, he'll be there."

It's a formula that appears to be working: With over $15,000 up for grabs in St. Louis, there was a sizable crowd on hand for the proceedings, and Keith noted that participation and attendance is actually up in comparison to pre-pandemic levels.

"Racing is essential," he explained. We couldn't agree more. PRI







# INDUSTRY INSIGHTS

## BILL POSEY

As a co-sponsor of the RPM Act, Florida Representative Bill Posey is an active and vocal advocate in Congress for motorsports in the United States.

**By Dave Argabright**

Of the 535 current members of the United States House of Representatives and US Senate, none boasts the motorsports and performance background of Representative Bill Posey (R-FL). A lifelong enthusiast, he has built hot rods, owned and driven more than 30 race cars, promoted and operated a short track, and been involved in the sale of more than 100 race tracks in the US.

Posey represents Florida's 8th Congressional District, which includes all of Brevard and Indian River counties. He was first elected to the House of Representatives in 2008 and is currently serving his fifth term. Prior to being elected to Congress, Posey served for 16 years in the Florida State Senate and Florida House of Representatives, successfully leading efforts related to insurance reform and reforming and modernizing Florida's election process.

*"IF YOU DON'T GET INTERESTED IN POLITICS, YOU'RE PROBABLY GOING TO BE OUT OF BUSINESS."*

Born in California in 1947, Posey's formative years were spent amid the emerging car culture of Southern California. At age nine his family moved to the Space Coast of Florida, where his father worked on the Delta rocket project. Following his graduation from Brevard Community College in 1969, Posey served as an inspector with the McDonnell Douglas Saturn V Apollo project. At the conclusion of the project he left the aerospace industry to focus on real estate and later formed the National Racetrack Clearinghouse, listing and selling race tracks throughout the US. An active stock car racer throughout most of his life, Posey raced extensively at New Smyrna Speedway and Orlando Speed World and throughout the Southeast.

Currently serving as the House co-chair of the Congressional Automotive Performance and Motorsports Caucus, Posey is a longtime advocate for transparency and accountability in government and is also a consistent supporter of SEMA and PRI. He is an outspoken advocate (and a co-sponsor) of the RPM Act, federal legislation that would protect the right for Americans to convert street vehicles into dedicated race cars, and for manufacturers to sell products that allow racers to compete. Posey's passion for his work and for the nation is evident, and he recently sat down to talk with PRI.

**PRI:** Let's talk specifically about the RPM Act. A number of US House members have co-sponsored the bill. To help our readers understand the process, what does that mean? Is it important to have more co-sponsors? Is that a good thing?

**Posey:** It's a great thing. One of the first bills I ever filed when I got elected to the state legislature was a bill to make it illegal for bureaucrats—unelected, unaccountable—to make laws they aren't authorized to make. The governor at that time, Lawton Chiles, was so aggrieved by this bill that he instructed the committee members, "Do not let this bill get out of committee." So a couple of my good friends who were Democrats, they came to me and said they would have to vote against the bill. I pointed out that it would look pretty stupid for them to vote against a bill they had co-sponsored. Bingo! They couldn't do it, because that would be very embarrassing. That's the significance of co-sponsoring a bill: There is no backing out on where you stand on that issue, and on that particular bill. So having many co-sponsors is a great thing for any bill.

**PRI:** You've been outspoken about the need for motorsports and the performance industry to get more involved in protecting their interests at the legislative level. Why is that so important now?

**Posey:** Well, if you don't get interested in politics, you're probably going to be out of business. That's the bottom line. We know that our government tends to overregulate, including in the automotive field. It also tends to be dishonest about it, as evidenced by the threat the RPM Act was initiated to defeat. The EPA tried to sneak in rules saying you can never remove any pollution control devices even if it's not for the street. I keep up to date on the bills introduced, but I don't have a chance to read all the rules and regulations. Most people don't know that rules are enforceable as laws, and rules are made by unelected bureaucrats.

**PRI:** You've also talked very openly of your concerns over government agencies using administrative rules to essentially bypass state and federal legislators. Is the RPM Act a response to that situation?

**Posey:** You bet it is. That's one of my unfulfilled goals in Congress thus far: to limit the ability of federal agencies to abuse their administrative authority. One of the greatest examples of that abuse is for the EPA to hide a major restriction on motorsports—not related to automobiles, not related to racing, not related to anything—and bury it in a rules package. Had it not been for SEMA studying the package and discovering what the EPA was trying to do, it would have been implemented, without legislators voting on it. Laws made by un-elected people are a problem, and we need to address this.

**PRI:** What's the next step in terms of progress? What has to happen in order to move forward?

**Posey:** If you get 218 co-sponsors, the bill can be forced to the floor. That's pretty hard to do, but the more co-sponsors you have, the better chance the bill has to get to a vote.

**PRI:** Is there a threshold we need to reach for the RPM Act?

**Posey**: I'd say you need a minimum of 218 co-sponsors, to show that there is a majority in the chamber that will support the bill.

An outspoken advocate of the RPM Act, Bill Posey currently represents Florida's 8th Congressional District and serves as the House co-chair of the Congressional Automotive Performance and Motorsports Caucus.



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**PRI:** So we have a ways to go?
**Posey**: Yes. (Editor's Note: At the time of this interview, the RPM Act had received 101 co-sponsors in the House.)
**PRI:** We've seen a significant amount of public backing for the RPM Act—more than one million letters sent to lawmakers encouraging the passage of the bill. In racing parlance, do we need to stay on the gas now? Is now the time to keep pushing?
**Posey:** Until this threat is eliminated, you need to push every day.
**PRI:** Is there a form of constituent feedback that is more effective than others? Is writing a letter to our representatives enough?
**Posey:** The very best thing they can do is this: When their member of Congress is home from Washington, make an appointment to meet with them. Get to know your member of Congress or senator and let them know why the RPM Act is so important to your industry. Be armed with statistics that let them know how large the sport is, and how many people participate.
**PRI:** A lot of track promoters and operators today are working long hours just keeping their gates open. That said, it seems that facilities need to be more proactive with their local authorities in terms of letting them know the economic boost they provide to the community. Do you agree?
**Posey:** Every race track needs to have their state representative, their state senator, their member of the House, and their US senator, serve as a grand marshal at one of their racing events. It's very important. Way back in 2001, my first task as a state senator—going from the House to the Senate—was to reform election laws. I did that, and we did things other states adopted and use yet today. The governor, Jeb Bush, was happy with our success on that legislation and asked what he could do for me to show his gratitude. I invited him to be grand marshal at the Florida state super late model championship race at New Smyrna Speedway, the Governor's Cup. He agreed. This was a very big race. Prior to that, the local newspapers were never supportive of area racing. The race that year was standing room only, a complete sellout. It was a wonderful day. After that, the (Daytona Beach) News-Journal started sponsoring the race! It probably was the



Bill Posey is an accomplished stock car racer. In the mid-2000s he received the Daytona, Florida-based Victory Lane Racing Association's award for short track driver achievement in memory of Davey and Clifford Allison, presented by Bobby and Judy Allison, at right.

*"GET TO KNOW YOUR MEMBER OF CONGRESS OR SENATOR AND LET THEM KNOW WHY THE RPM ACT IS SO IMPORTANT TO YOUR INDUSTRY."*

single best thing to ever happen to New Smyrna Speedway. It raised the visibility—if it's good enough for the governor to show up, it must be okay! All of our racing facilities and all of our racers need to be more proactive with their legislators. Everybody who cares about this sport needs to get more involved if they want the sport to survive.

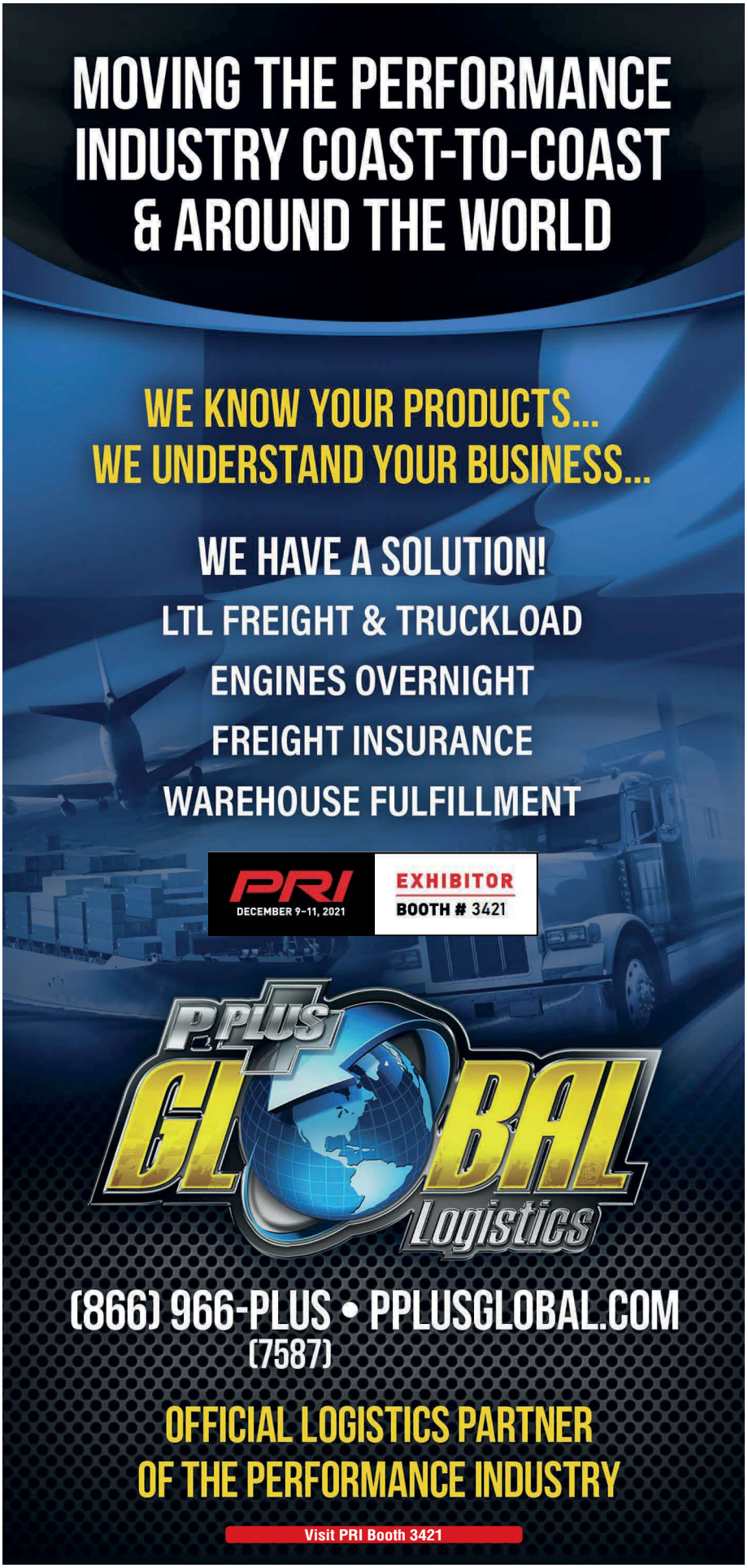
**PRI:** Let's shift gears a little and talk about serving in Congress today. What's the biggest challenge in doing your job now? What's the most difficult element of serving in Congress?

**Posey:** It isn't easy. There is a lot of negative energy today. I'm on the right of the political spectrum, there's no doubt about that, and I don't apologize for that. I have some fundamental principles that I believe. It's a very difficult environment now. But experience matters, and I have experience here that I believe is valuable, and there are many things we need to get done. There are many Democrat members that I can work with, and there are also people who aren't going to work with me no matter what. You try and find common areas, ways you can work together.

There are a lot of good things about this job, and you're able to help a lot of people. Every day I hear from someone thanking me for something we helped them with, but it's tough sometimes.

Before the age of electronic communications, nobody ever sat down to write me a letter and began the letter, "Dear Asshole…" But I get emails like that every day. There is no respect. So that makes it tough.

**PRI:** Your background was in racing, track promotion and real estate. How did you end up in politics?



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**Posey:** I never saw myself involved in politics. I was in real estate and sold a friend a building lot, but the owner couldn't get a permit to build his house because the city never dedicated the street. The city manager told me it's the city's fault, the developer did nothing wrong. It's just a box they didn't check, and he needed to check it before he could issue more permits. One guy on the city council gave me a rash of baloney three times. I kept my mouth shut until after the thing was approved, and I shot back a wise comment to him. When I left city hall, a bunch of people followed me downstairs and said, "It's about time somebody stood up to that bully. You need to run for office."

A friend of mine worked for Boeing and was on the council. He got a job promotion and moved to Seattle, so there was a vacancy, and people encouraged me to run for it. I had just started my real estate company, so my attention wasn't on running for office. The day before the qualifying deadline, when I came home from work, my wife Katie told me, "Three more people called today encouraging you to run." So, we prayed about it. At the time I was thinking along the lines of, "If You want me to do that, You're going to have to show me a way to do this that's not going to be too expensive or too time-consuming." Then I

Bill Posey raced extensively at New Smyrna Speedway, Orlando Speed World, and throughout the Southeast. He finally hung up his racing gloves in 2008.



walked into the den and started opening the mail, and there's a letter with no return address. Inside was a wanted poster for William J. Posey, like they put on the post office wall.

So I decided to run. I drew up a poster with "WANTED" at the top. Under that it said, "For Better Ideas" followed by my photograph and "REWARD." The reward was my ideas about how to make government more efficient. I went down the next day to Village Printing and paid $100 to print up about 300 posters and filed for office on the last day. I came in middle of the pack, but I only had about 10 days to campaign before the special election.

A college political science teacher won, and I told him that he would always have my support if he did what he promised. After getting sworn in down at city hall, he gave some remarks and said, "It's a good thing people didn't elect Bill Posey, blah, blah, blah." He kept egging me on to run. So, a year later, at age 26, I spent $400 and unseated the political science professor. I served three terms. I promised my wife I would never run again. I was off for seven years, and they were the best seven years of making money, selling real estate, selling race tracks, racing cars, having a good life. I've been working as an elected official ever since.

**PRI:** So now we can talk about racing a little bit.

**Posey:** Good! Let's talk about racing.

**PRI:** Take us back to the beginning. How did you first connect with cars and racing?

**Posey:** It started when I was just a child. We lived in Encino, California, and my dad took me to what were then known as jalopy races at tracks in Culver City, Saugus and other places around Los Angeles. I loved it, and we had a great time together. I also used to ride my bicycle to watch the kids race midgets at a public park that was about a mile or two away. It was exciting stuff. My one lifetime achievement that went unfulfilled is that I never had a quarter midget. Our family just couldn't afford it. They were luxury items back in those days.

**PRI:** You've been involved with the sale of many racing facilities, and you've also actively promoted a track. What's the most important thing a rookie track operator needs to know?







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**Posey:** Read my little book, "The Racetrack Promoter's Handbook." It's online at racetracks.net. One of my favorite clichés—and I got this from racing—is, "Everyone in the room seems to know how to make the baby stop crying, except the person holding it." You can go into the grandstand at any race track in America on any Friday or Saturday night, and every person can tell you what the promoter should be doing better. I was only 21 when I opened my first race track, but I did my research on what needed to be done. It was just a matter of mathematics. Most people who buy race tracks don't buy them based on a good investment model.

**PRI:** Do you miss actually driving in competition? Do you miss being behind the wheel of a race car?

**Posey:** Of course I do! Racing is the most fun you can have with your clothes on, that's the best description I've ever heard. I haven't raced since 2008. I just didn't have time to continue. I still had a couple of classic cars and a couple of Late Models in the shop, but when you go six months without even having a chance to go and start the things, it was time to not have them anymore. I hated that. But I'm 73 now, not




More than 1.5 million letters have been sent to lawmakers encouraging the passage of the RPM Act. If the bill receives 218 co-sponsors or more, it can be forced to the House floor for a vote. Here, Bill Posey shows his support of motorsports while racing in 1991.

*"ALL OF OUR RACING FACILITIES AND ALL OF OUR RACERS NEED TO BE MORE PROACTIVE WITH THEIR LEGISLATORS. EVERYBODY WHO CARES ABOUT THIS SPORT NEEDS TO GET MORE INVOLVED IF THEY WANT THE SPORT TO SURVIVE."*

a spring chicken. In 2004, I double-broke my back in a race car at Orlando Speed World. And it was getting harder and harder for me to run a Late Model, just because of the cost. Plus, everybody else could cheat, except me! Can you imagine if I was one ounce over left-side weight, or anything else? Other guys were modifying their cars, steering geometry, stuff like that, but I couldn't do that. Not a good look.

**PRI:** Are there forms of motorsports you still follow? What racing would you be likely to follow on television?

**Posey:** I like all forms of motorsports, and I'd probably watch all levels of NASCAR first, then IndyCar, then IMSA. And anything related to short track racing, I still love that. I'll even watch motorcycles or some of the European racing as well.

**PRI:** You've been very generous with your time, Rep. Posey. I hope we can get more of our readers active in the political process and make some positive things happen.

**Posey:** I really appreciate you taking the time to talk to me. Make sure you make me look good, so that all the other lawmakers wish they were me! (Laughing.) We want them to see that there are great benefits to being involved in motorsports. PRI







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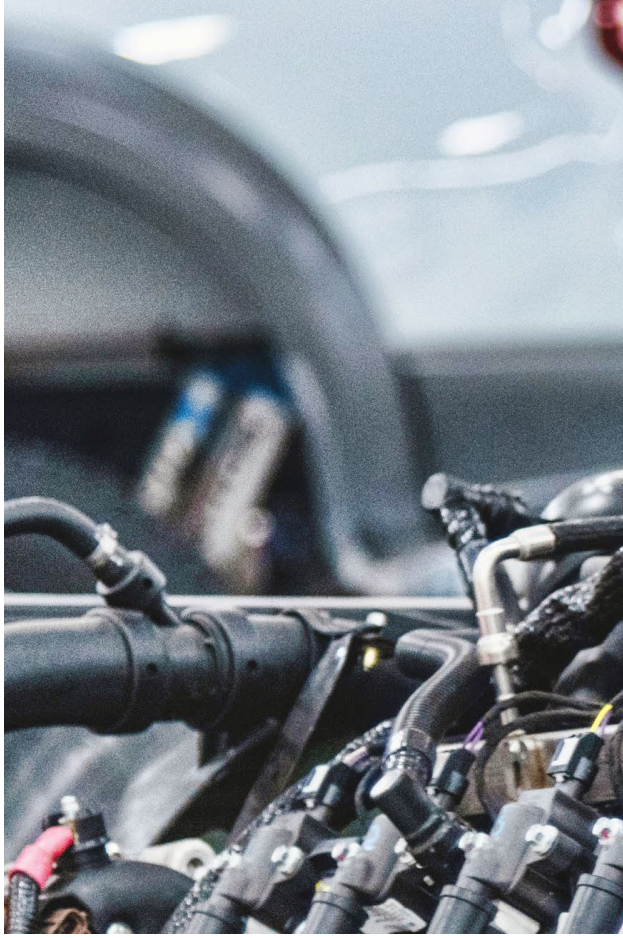
# HOW WILL THE FUTURE OF PERFORMANCE ENGINE DEVELOPMENT BE INFLUENCED BY THE LATEST FACTORY OFFERINGS FROM DETROIT?

**By Mike Magda**



# BURNING

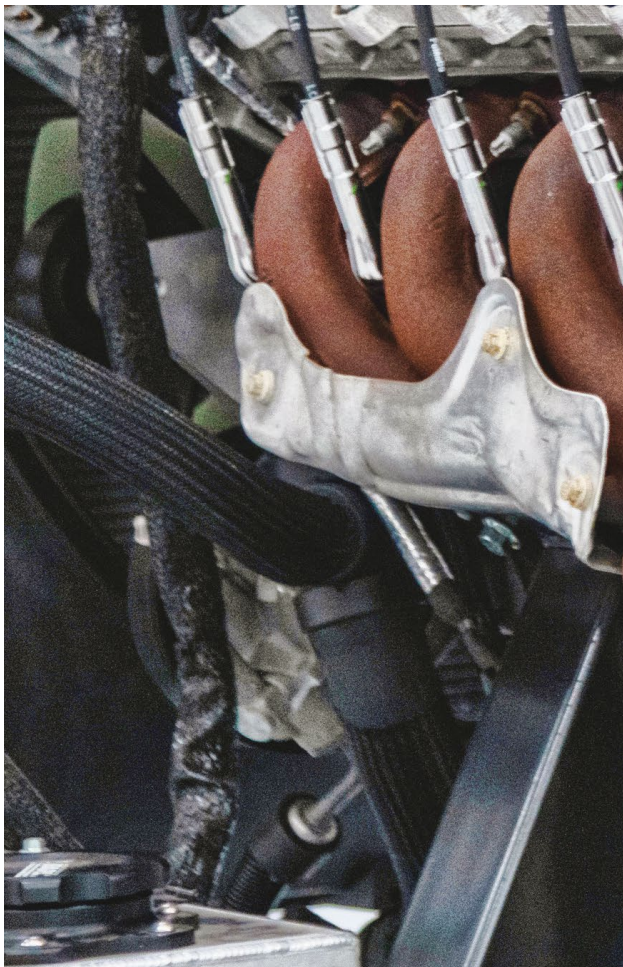
Consumer demand obviously drives performance engine R&D in the aftermarket. Yet today there are companies initiating much more aggressive strategies in building horsepower in new production engines than what was done 20 or 30 years ago with what was then the latest factory powertrain platforms.

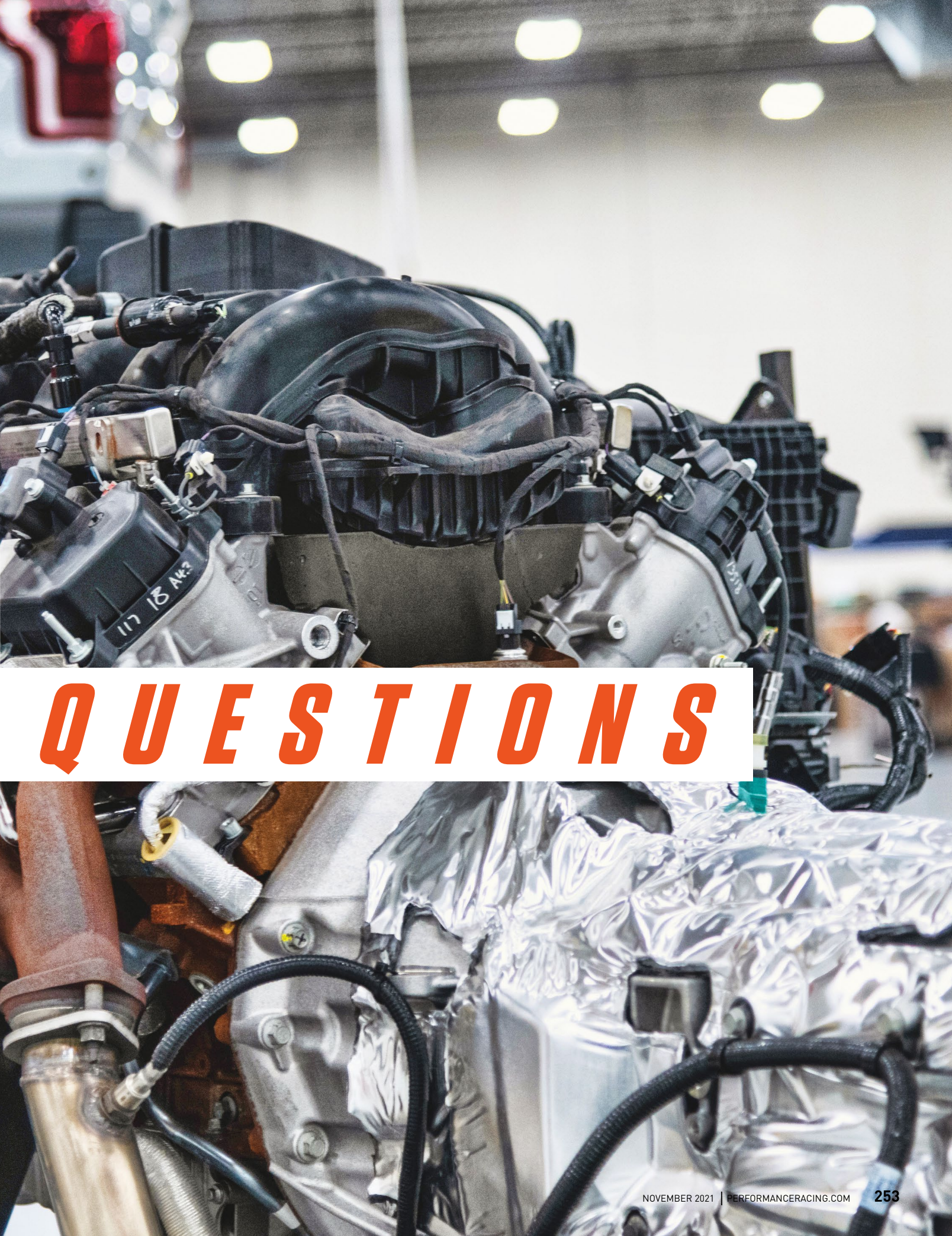
The growing popularity of Ford's Coyote and 7.3-liter Godzilla engines, along with increased attention given to GM's Gen V LT series and Mopar's Gen III Hemi, has many engine builders and speed merchants setting up dedicated development programs to improve performance in those engine families.

"We just spent 10 months on our dyno and Spintron developing intakes, camshafts and valvetrain parts for the Gen V engines," reported Brian Tooley of Brian Tooley Racing (BTR), Bardstown, Kentucky. "We're just about to start on the Hemi. We actually have a Spintron Hemi built, and we have additional Hemi test engines on standby."

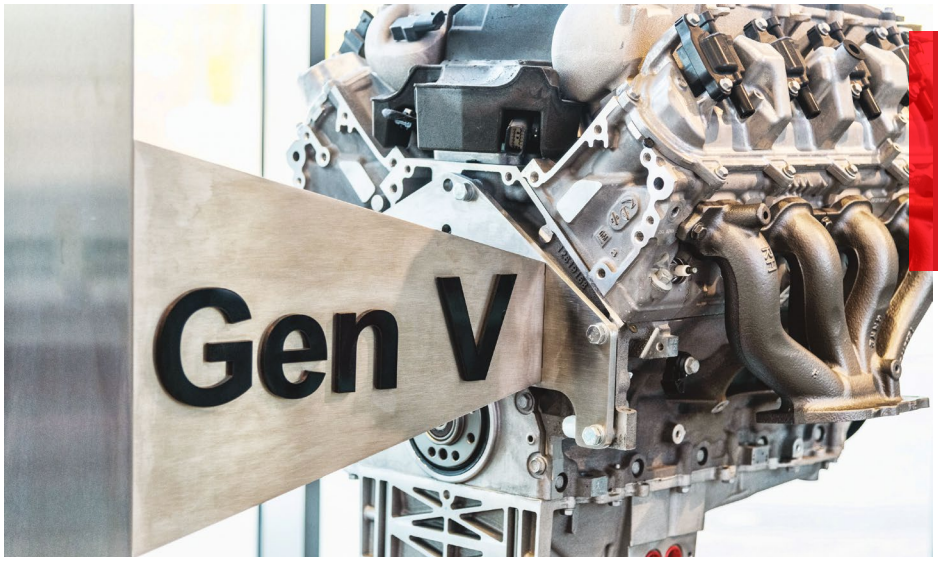
"We're doing two versions of Godzilla," said Jason Youd of Mast Motorsports, Nacogdoches, Texas. "There's a street car version for Ford swaps and an all-out supercharged engine."

These efforts and others throughout the industry represent a significant shift in philosophy compared to when the Gen III LS engine first appeared in the Corvette in the mid-1990s. There was no thunderbolt-like reaction from the aftermarket and racing community. Everyone was quite happy building conventional Chevy big and small block engines for both the street and track because there were so many inexpensive but quality parts and options available.





# QUESTIONS




Although the direct injection system can be an extra hurdle when it comes to tuning, increasing numbers of GM's fifth-generation small block V8s are finding their way into racing.

A few GM specialists, like Lingenfelter Performance Engineering, now based in Brighton, Michigan, were able to crack the codes in the factory engine-management computer early on and develop cam profiles to take advantage of the tuning options. Then came a few new intake manifolds and eventually CNC-ported cylinder heads. But the LS really didn't catch on with the aftermarket until truck engines started showing up in salvage yards.

GM sold more than a million fullsize trucks and SUVs a year that were equipped with variants of the LS architecture. When hot rodders discovered how easy they were to swap into older vehicles, more companies started helping with conversion kits and power upgrades. The rest, as they say, is history. Now the LS engine is available in a variety of crate engines, and there's a seemingly unlimited supply of aftermarket parts available. Spec versions of the LS are even mandated in some racing classes, including those for which the vehicle bodies are of a different marque than GM.

"Honestly, the same thing is going on with the LT motor as well," said Lingenfelter's Mark Rapson. "The LT motor is a better platform than the LS motor, but people have not embraced it like they do LS right now because the direct injection adds another layer of complexity."

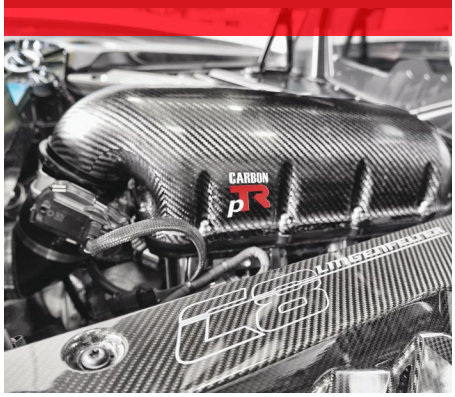
The Gen V LT is a more sophisticated evolution of the LS with direct injection (DI), piston squirters, improved oiling and upgraded VVT. There's even a supercharged version that's earned a loyal following in the dirt.

"We specialize in a lot of off-road race cars," said Chris Bland of CBM Motorsports, Colton, California. "There are still limitations to fuel pumps, fuel injectors and so on, but we've done quite a bit with the LT5. We have those going into sand cars. With a typical LT, we've had some guys put them into rock crawlers and Jeeps. We even had an overseas customer put an LT1 with an eight-speed transmission into a Land Rover Defender, and it turned out real nice."

The LT engine was first introduced in 2014 model year trucks, SUVs and Corvettes, and GM has not made it easy to upgrade the most recent performance versions of the LT engine family.

"The biggest challenge on the new vehicles, like the C8 Corvette with the LT2, is the electronics," said Rapson. "Every year, the ECMs and electronics on the cars have evolved to make it more difficult. Now General Motors has moved to its Global B architecture, which completely blocks any direct access to the engine management system for calibration."

The Performance Design pTR carbon fiber intake manifold is one of many new performance products that Lingenfelter will be debuting for the C8 Corvette.




Lingenfelter's LT upgrade strategy is to develop advanced hardware that will complement the flexible calibrations programmed into the factory management system. The exhaust system flows a little easier but still provides necessary backpressure to keep the sensors happy. Lingenfelter then worked with Performance Design to develop the Carbon pTR intake manifold. When mated with a Lingenfelter 95-mm throttle body, the C8 Corvette LT2 engine will pick up 25 horsepower at the rear wheels.

"These new systems are wide-band driven," explained Rapson. "It does give you an opportunity to look at managing the intake and exhaust air in such a way that if the engine sensors are correctly accepting the changes that you make, the engine will, for all practical purposes, recalibrate the air-fuel ratios itself and allow you to add additional horsepower.

"We spent a lot of time trying to really understand what the computer likes and doesn't like," added Rapson. "You can get readings out of the computer. You just can't put information into it like in the old days."

Aside from being constructed of carbon fiber to reduce weight, the intake manifold features individual runners inside a larger plenum that holds more air.

"We elected to use a taller runner because it allowed the engine to manage the air in the rpm band that the cam was designed for," said Rapson. "We can't make more power at a higher engine rpm because you can't change the rev limiter. But if you change the volume dynamics, then you can make more power within the rpm range that it is operating."

With the LT platform being one of the most popular of any of the new production engines released in the past decade, there's more pressure on aftermarket companies to develop

upgrades with CARB EO numbers to make them 50-state legal. That takes the pressure off speed shops that deal with the end customer and have had to turn away work that involves installing non-compliant equipment on vehicles still tagged for street use.

"Everything we do is custom-built to the customers' specifications," said Bland. "Obviously, dealing with the fact we're in Southern California and the emissions here are crazy, modifying factory cars is a hard play for us. A lot of what we do is based on what the aftermarket manufacturers come up with that have EOs."

"Everything that we've done and everything that we are doing going forward is designed around CARB EPA approval," promised Rapson. "The exhaust system already has a 50-state EO, so that's a no-brainer. The intake manifold is pending. The other things that we're working on are all targeted around CARB approval as well."

As more interest grows in the LT and the demand for even more power increases, the challenge will be developing advanced fuel pumps and larger fuel injectors that fit in with the factory electronics and work with boost.

"So far we haven't exceeded the bandwidth of the car's capability to add fuel where needed to keep the correct air-fuel ratio," added Rapson. "When we get into doing other things to the car, whether it's turbocharging or supercharging, some of the dynamics then change."

## GEN III HEMI

The Gen III Hemi has been used in Dodge and Ram vehicles since 2003, but it didn't really start drawing serious attention from the aftermarket and hot rodders until the engine was freshened up for the 2009 model year. Chrysler strengthened the block, improved the cylinder heads, increased the oil capacity and added variable cam timing. The automaker also came out with larger displacement versions and supercharged models with wicked monikers like Demon, Hellcat and Redeye. In developing those trendy names and big power numbers, Mopar basically challenged the performance industry to a street fight.

One of the key ingredients in taking the late-model Hemi to 2,000 horsepower and beyond is a stout yet lightweight cylinder block. Keith Black Racing Engines in Buena Park, California, was one of the original innovators in aftermarket cylinder block development when it pioneered the aluminum replacement for the 426 Hemi (also known as the Gen II Hemi) in Top Fuel racing.




Aftermarket development for the Gen III Hemi has lagged behind its Ford and GM counterparts for years, but it's not for lack of a capable foundation.

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CNC and billet technology have taken nitro engines to another level, but Keith Black is still casting the venerable 426 Hemi block for nostalgia and marine racing. Now under new ownership since Keith Black passed away, the company is setting its sights on developing a Gen III Hemi block.

"The Gen III is in development, and it will be capable of 3,500 horsepower," boasted Darren Beale.

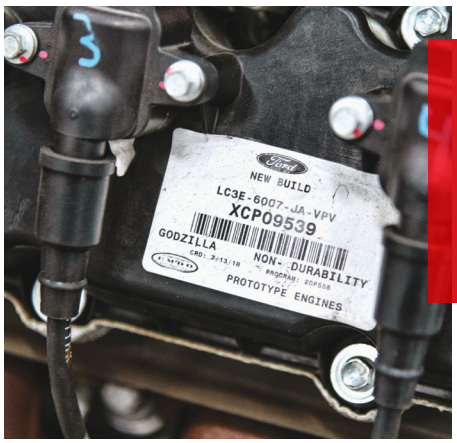
The goal is not to compete with billet block manufacturers, but rather design and manufacture a cylinder block capable of operating in cold and hot weather conditions and will endure thousands of heat cycles.

"We are going to carry over the core principles of engine block design from our Gen II program," explained Beale. "That is, a very strong and rigid bottom end with a high main-cap-to-block contact area and large clamping lines to ensure there is no cap walk. Because it's a small block, the only way to make huge amounts of power is by adding lots of boost. Therefore, sleeve design is critical. Also, thick deck and extra head studs with deep thread engagement."

The block will be constructed from A356 aluminum, and lubrication will be more conventional with full pressure to the lifters and journals along with plumbing options for exotic strategies.



The Dodge Challenger SRT Demon's supercharged 6.2-liter Gen III Hemi offers 840 horsepower straight from the factory, but aftermarket blocks like the one currently in development at Keith Black Racing Engines should be capable of reliably supporting far more.




Introduced as the base gas engine in Super Duty trucks back in 2020, Ford's new pushrod V8 has generated a lot of interest in performance circles thanks to its simplicity, tight packaging, and 7.3-liter displacement.

"There will also be a lot of attention on drain back, and we'll build in features for dry-sump oiling," added Beale.

Tooley expects his Gen III Hemi development program will follow a game plan like the one that worked for his LT engine program, "because we learned so much with the Gen V program," he said. "Some of the cams we tested, we were shocked at how much power we made. For example, we sell Stage 1, 2, 3 and 4 cams for Gen IV truck engines. Now we have a new Stage 2 cam, and it makes more power everywhere than our Stage 1, 2 or 3, top to bottom.

"We feel like there's more opportunity to do well in the Hemi market than what we're currently experiencing in the Gen V market," continued Tooley. "Companies that specialize in a specific genre are really elevating the performance."

## GODZILLA & COYOTE

Perhaps no engine is generating more intense emotional reaction and product interest from the industry than the Ford 7.3-liter Godzilla V8. First released as the base gas engine for the 2020 Super Duty trucks, the 445-cubic-inch pushrod engine is also available as a crate engine rated at 430 horsepower and 475 lb-ft of torque. Since the physical dimensions are not much larger than a LS, the Godzilla is seen as a legitimate challenger to GM's dominance in the hot-rod engine-swap market.

With that in mind, the aftermarket is serious about developing product for this crate engine. It didn't take long before Mast Motorsports got one on the dyno for baseline runs. Then the team designed a CNC program for the cylinder heads and came up with different camshaft profiles for testing.

The crate motor baselined at just under 500 horsepower with peak torque at 549 lb-ft. Even with just a Stage 1 camshaft, the engine picked up 125 horsepower. With CNC-ported heads and a Stage 3 camshaft, the engine made 676 horsepower and 610 lb-ft of peak torque.

"To do a sub-700-horsepower engine that people can drop into a Mustang—you know, Ford really hasn't had a good offering besides the Coyote," said Youd. "It's a pretty big gamechanger, from a horsepower standpoint. The next step is working with Wiseco on a forged piston, and then an aftermarket connecting rod. Now we can put on a Harrop supercharger to test."

Harrop already has tested its supercharger on a stock Godzilla and made 1,000 horsepower with E85, so there's certainly potential with internal mods and a dedicated camshaft.

In order to accommodate the engine swappers, different oil pan options will have to be offered. Plus, different intake manifolds will be developed to suit those with carburetor or EFI preferences.

For now, the Coyote is still Ford's go-to product for hot rodders. The 5.0-liter DOHC V8 has been around for a little more than a decade and first drew attention with the 411-horsepower 2011 Mustang GT. It's also been available in the F-150 trucks.

Ford did produce a 5.2-liter VooDoo version for the 2016 GT350 Mustang rated at 526 horsepower, and the 5.2-liter Predator version in the Shelby GT500 is supercharged to make

*"COMPANIES THAT SPECIALIZE IN A SPECIFIC GENRE ARE REALLY ELEVATING THE PERFORMANCE."*

760 horsepower. Ford also released the 5.2-liter Aluminator as a crate engine, but the aftermarket continues to focus on the more plentiful Coyote when developing new product.

Michael Rauscher at L&M Engines in Hatboro, Pennsylvania, has been consulting Coyote owners and dealing with tuning issues since the engine came out. He'll build engines from scratch or short blocks on an exchange program. Much of his time is also devoted to camshaft development—a direction he took after measuring aftermarket cams and discovering they varied greatly from bank to bank. He purchased graduate-level automotive textbooks from MIT, studied all he could about overhead cam design and found software programs to design cams and understand the manufacturing process.

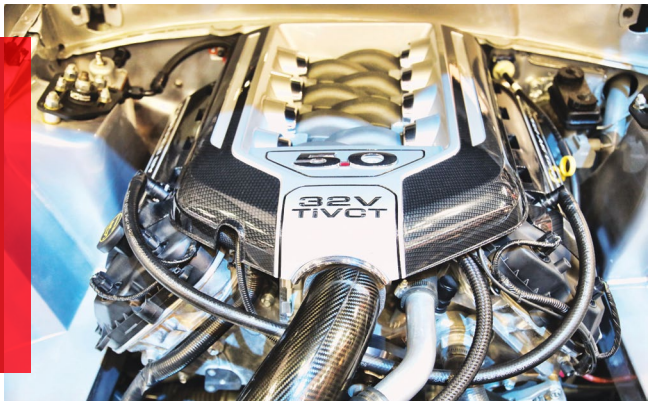
"Because you can design a lobe nobody can grind or you can design a lobe that shoots the rocker arm through the valve cover, right?" he said. "Next thing you know I'm making power. Poor guy needs 25 pounds of boost to make his power. I'm doing it at 18 or 15 pounds."

Specializing in overhead cam design has brought Rauscher closer to his customer base than other cam designers might enjoy.

"I take a little bit more of a chance," he said, noting that due to the small size of the Coyote platform, he must address boost dynamics in many of his designs. "Now all the math is thrown out the window because of the feedback dynamics between the turbo, the turbo piping and the camshaft. That determines whether this is going to make it or not, power-wise.

"The thing I've got to stress is feedback," Rauscher continued. "The blowers are easy to design, cam-wise. Turbos? If somebody calls about a turbo, it puts the fear of God in me. I can design a cam that works great for the same turbo and all these combinations this guy has. And then the next guy doesn't make any power because of all the losses in the piping system, the heat losses he introduced on the hot side, and it's ugly."

Rauscher admitted that the Coyote's fate is really uncertain as the automaker moves to boosted V6 and I4 engines. "I don't know what the future is going to be on Coyote, but it's huge for me right now."




The DOHC, 5.0-liter Coyote engine has been in production for over a decade and remains the favorite among those seeking modern Ford V8 power.

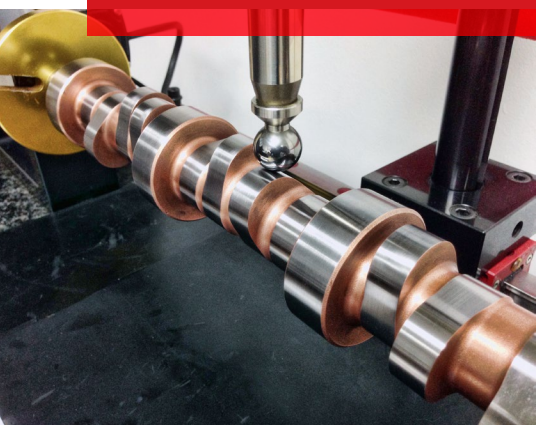





## WHAT'S NEXT GEN?

Which begs the question: Are there going to be any new engine platforms from Detroit automakers in the next decade or two?

Michael Rauscher of L&M Engines said that specializing in overhead cam design has helped the company establish itself as an authority on the Coyote platform. Here, a Pro Mod profile is being checked on a Cam Doctor.



Global government mandates are forcing the leap into EVs. Diesel pickups might last longer, but the surprising demand for the Mustang Mach-E may be a glimpse into the future of where production performance vehicles are headed.

One option is designing your own engine. The aftermarket has been busy doing that since Sonny Leonard and others developed cylinder blocks and heads with wider bore spacing to build mountain motor Pro Stock engines. Dart, Brodix, CFE and others have adapted that strategy to small block architecture.

Advancements in CAD software and CNC machining allow innovators to design their own engines these days. Steve Morris developed the SMX platform that's capable of 4,500 horsepower on the drag strip, yet it can be built for endurance applications if desired. Dan Jesel made headlines at the PRI Trade Show a couple years ago with his Equal 8 engine. Goodwin Competition also designed and built its own engine for truck pullers. There's even a project underway at Neutron Engines to design a new V8 using Honda K48 cylinder heads.

So, the next great racing engine platform just might come from a little shop in the Midwest! PRI

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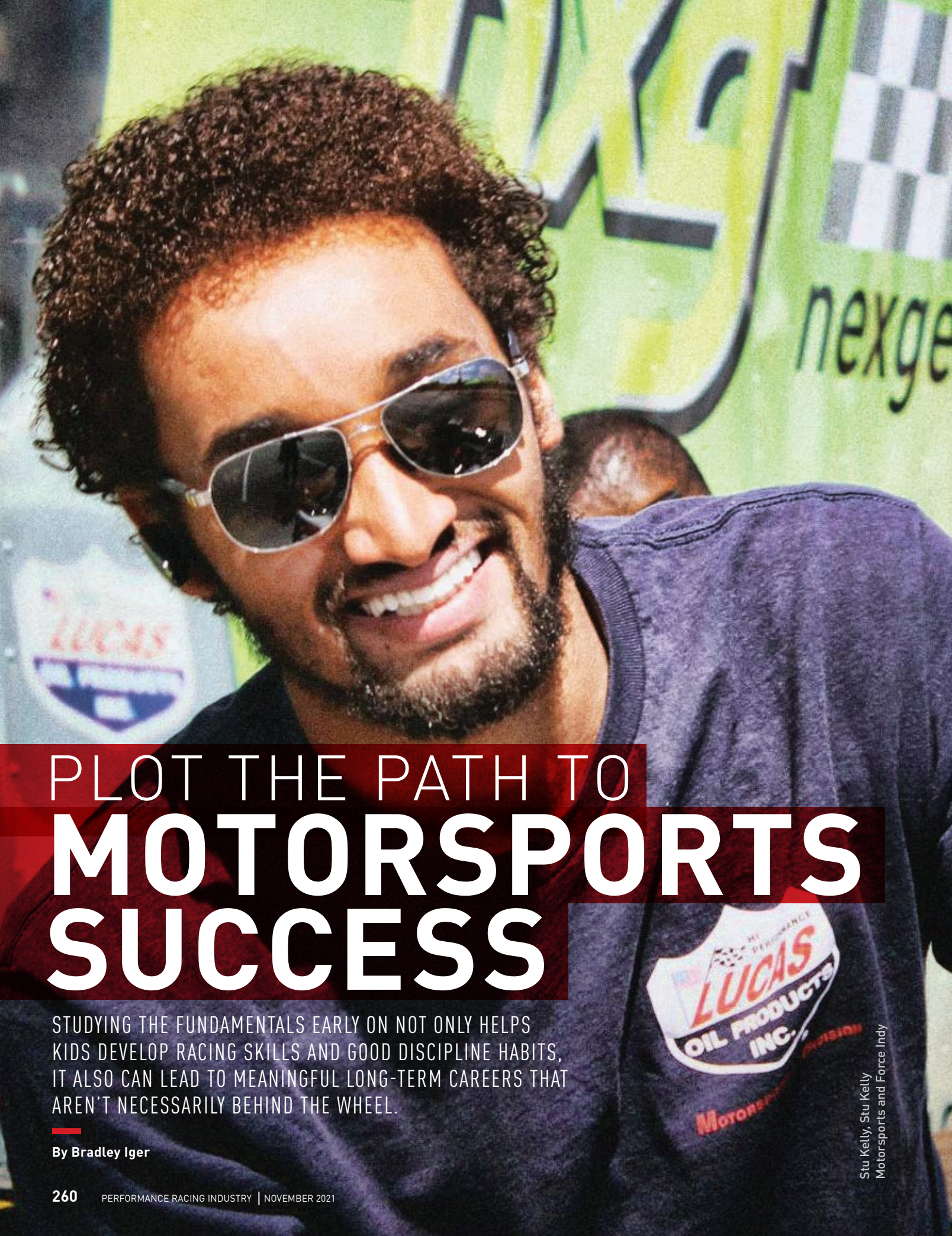
# PLOT THE PATH TO MOTORSPORTS SUCCESS

STUDYING THE FUNDAMENTALS EARLY ON NOT ONLY HELPS KIDS DEVELOP RACING SKILLS AND GOOD DISCIPLINE HABITS, IT ALSO CAN LEAD TO MEANINGFUL LONG-TERM CAREERS THAT AREN'T NECESSARILY BEHIND THE WHEEL.

**By Bradley Iger**




Stu Kelly, Stu Kelly Motorsports and Force Indy

Over the years, PRI Magazine has covered a variety of different programs that encourage young people to get involved in motorsports. Beyond developing driving talent and a better understanding of the engineering behind the scenes, these programs can also provide hands-on experience to kids who otherwise might not have a readily accessible path into the racing world.

"When you're a kid, there's an inherent desire to figure out what you're good at and what's going to make you happy in the long term," said Force Indy crew member and NXG Youth Motorsports program graduate Stu Kelly. "A lot of kids just aren't aware that you don't have to be a race car driver to have a career in motorsports. So these types of programs are really important in both of those aspects."

To examine the potential impact of these programs, we sat down with former youth racing program students who went on to establish careers in motorsports. Here's how these schools helped put them on the path to success.

## JASON SIMMONS

### URBAN YOUTH RACING SCHOOL GRADUATE

Jason Simmons' day-to-day at NASCAR consists of assisting with the operational logistics and strategic initiatives for the organization's international series. "That includes things like figuring out different ways to encourage sponsorships and finding unique programs to drive series development," Simmons explained. "For instance, one of the things we're working on right now is the development of an international iRacing series, where we pit top drivers from each of our three international series against one another, almost like an esports Olympics."

He scored an internship with NASCAR in 2013 and has taken on various roles within the organization in the years since, but the path that led him there dates much further back.

"When I was a kid, one Sunday my brother and I got in trouble and our parents sent us to our room," Simmons said. "We turned on the television and there was a NASCAR race on—this was the 1996 season, and they were racing at Sonoma. We started watching the race, and I was really just trying to make sense of everything that was happening. The biggest thing that stuck out to me were the paint schemes of the cars, the designs were just really cool and eye-catching. But there was one car that really caught my attention, and the kid behind the wheel was pretty good. It was Jeff Gordon in the Rainbow Warriors car. Now I had a guy to root for, and I was hooked. He finished runner-up that season, and then he won in both '97 and '98."

To a kid growing up in inner city Philadelphia, Simmons said that motorsports was a fairly alien concept, and that was actually part of the appeal. "It was just different, and I thought it was the coolest sport in the world. In school I wasn't talking about Donovan McNabb stats, I was talking about how many points out of first place Jeff Gordon was. Those were the things that were going through my head when I was growing up. It just consumed me at a very young age, and before long I wanted to know what made these cars go fast, and why one team might be doing better than another."

His fascination did not go unnoticed by his parents. "They were the type who made it clear I was not going to be running around in the streets every summer. I was going to be involved in some kind of camp," Simmons said. "One summer it was tennis camp, another was street hockey. It just so happened that one year, my mom found an ad in the newspaper for the Urban Youth Racing School, which had just started operating in 1998. She put my brother and me on the waiting list for that year, and we joined the program in 1999."

He said that the curriculum covered the technical fundamentals of motorsports—how aerodynamics factors in, what different flags mean and the basics of driving technique. "They would bring in drivers from karting all the way up to Late Models to teach us about car control and general race craft. Then they took us to the race track to apply what we had learned in school."

He discovered he had a knack for it. Soon after, his father purchased a Mini Cup car so he could race at various tracks in Pennsylvania and the surrounding area. He eventually worked his way up the ranks into a Legends car.

"Aside from the technical aspects of racing, the other thing the program taught me a lot about was managing relationships in the industry, and how the industry works. That was one of the things that really helped me get to where I am today. I made a lot of connections through that school."

Now part of NASCAR's international operations team, Jason Simmons, seated, originally became interested in motorsports when a televised stock car race caught his attention while he was grounded in his room as a kid.





Looking for summer camp options, Jason Simmons' mother came across an ad for the Urban Youth Racing School. The program not only set Simmons on a path that included stints competing in Mini Cup and Legends race cars, it also provided him with the industry connections that he would need in order to pursue career options in other aspects of motorsports.

Just before he graduated from college in the spring of 2012, Simmons decided to call one of those connections. "I was wondering what my next move was going to be—was I going to chase this dream? I reached out to this guy I had met years prior in Philadelphia who ran the government affairs team for NASCAR. I explained who I was, and he remembered me. I told him I was coming up on graduation and that I wanted to start looking into opportunities at NASCAR, and he said, 'OK, let's get the ball rolling.' I'll never forget that conversation. The following week he sent me some information about the NASCAR diversity internship program."

Simmons still makes a point of dropping by the school in Philadelphia and hopping in on virtual classes to talk with the kids. "I think it's important to let these kids know that if this is something they want to get into, there are opportunities out there. I'm a prime example of what can happen if you're dedicated to it."

## ALEX VANDE VOORT

### COMPASS RACING DEVELOPMENT DRIVER

As a former student of Youth Racers of America clinics and a Compass Racing Development driver, Alex Vande Voort said his career trajectory has been very much by-design. "We have a saying in my family, I didn't really have a chance," he joked. "It was racing or nothing."

Aside from his sprint car efforts with Alex Vande Voort Racing, Vande Voort works on the pit crew for several teams running in the Knoxville Raceway weekly 360 winged sprint car series, and he hopes to find work with a team based in Indianapolis later this year. He said his interest in motorsports can be traced back to his grandfather, who raced at Knoxville in the 1980s and later became a tech official for the track.

"I grew up watching the races in those stands every weekend, and I fell in love with it," Vande Voort explained. "I didn't have the outside influence of an older sibling who was into basketball, baseball or something like that. For me it was all racing. I still remember sitting in my grandparents' living room playing with toy sprint cars as we were getting ready to go watch sprint car races."

Vande Voort got his start in karting when he was 11 years old. As he moved up the ranks, he got to know other kids who were involved in the Compass Racing Development program. "Things were going really well, but then one night I had a crash, and I thought I was done. I was going to sell my car and move on to mini sprints. But that's when McKenna Haase from the Compass Racing Development program called me."

Haase asked Vande Voort if he would be interested in driving a 500 Outlaw car at an upcoming English Creek Speedway race in Knoxville. "There was no way I was going to turn that down," he said. "I hadn't driven a 500 yet, and this event was at one of the most prestigious karting tracks in the country. We ended up winning the first feature we ever raced in, and I continued to stay with the program."

That also led to the Youth Racers of America program, of which Haase is also the executive director, and those clinics taught him how a race team operates. "When it started with Compass Racing Development,

Although Alex Vande Voort had strong ties to racing from a very young age thanks to his family's involvement, he told us that his work with Compass Racing Development and Youth Racers of America provided him with opportunities that he wouldn't have had otherwise.



*"IT JUST CONSUMED ME AT A VERY YOUNG AGE, AND BEFORE LONG I WANTED TO KNOW WHAT MADE THESE CARS GO FAST, AND WHY ONE TEAM MIGHT BE DOING BETTER THAN ANOTHER."*

they gave me a car to race and develop. They wanted to see if I could get some results out of it. But with the Youth Racers of America organization, we learned about how the motorsports world really functions, what you have to do in order to accomplish certain things, and how to build various relationships."

He said that along the way, he was concerned that a career in racing might not be feasible, but after seeking the advice from those with close racing ties, he felt much better about his prospects. "That's when I discovered that a lot of teams and companies need help right now. As I've been working on the race cars more and more, I've realized that I would be happy to be working with a team as a driver or a crew guy. The opportunities are out there if you're willing to look for them."

## STU KELLY

### NXG YOUTH MOTORSPORTS GRADUATE

As a race mechanic for the Force Indy team in the USF2000 open wheel series, Stu Kelly is responsible for the well-being of all the mechanical systems of the single seater from the cockpit on back. "The engine, gearbox, rear suspension—all of that is my territory," he explained.

When he's not wrenching on Formula cars, Kelly also campaigns his own car in competitive drifting events and designs and sells drift car parts for Mazda RX-7s through Stu Kelly Motorsports.





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"My parents knew Charles Wilson and Rodney Reid, who together started the NXG Youth Motorsports program," he said. "The program was designed to introduce kids to motorsports through kart racing, and I got to be part of their first program back in 2006. They taught me the fundamentals in terms of the racing line, braking points, turn-in, what the apex of a turn is and so on. I was 11 or 12 at the time, and I just really soaked it up. Charles was also kind of a mentor to me. He'd take me to his garage on the weekends, where he had a Late Model stock car and a souped-up third generation Camaro, and teach me the basics of being a mechanic."

After going through the NXG program, Kelly returned to the organization a few years later as a teenager to work for it, assisting with course set-up and track operations.

"Then around 2009, Charles and Rodney decided to put one of the NXG graduates in their Late Model stock car," he said. "I didn't drive it, but I got to work on the car and experience the racing environment from the crew's side. I remember going home the night after a practice session at Lucas Oil Raceway (back when it was O'Reilly Raceway), and the sound of stock car engines were just playing over and over in my head. I loved it. That's really what got me hooked."

By 2011, Kelly was serving as NXG's crew chief and general operations manager, a position he held until 2020, when he transitioned to his current role with the Force Indy team. "Rodney and Charles had always wanted to take students from NXG to the next levels of racing, whether that's NASCAR, IndyCar or some other discipline," he noted. "Because of our relationship with the Indianapolis Motor Speedway—where the majority of the NXG events take place—an opportunity arose for Rodney to create this Force Indy team with Roger Penske and continue the mission of getting more minorities into motorsports at a higher level."

Kelly said that right now one of the biggest barriers that motorsports faces with kids is simply awareness of programs like NXG. "A lot of kids in the urban areas of Indianapolis only know and hear about sports like football and basketball. They just aren't aware of what opportunities are available in racing. I think a lot of that stems from the notion that those sports can be a way into college or something like that. The opportunities are obviously different in motorsports, but if the message that you don't have to be a race car driver to have a career in racing could reach more families, it would definitely drive up interest."

Years after graduating from NXG Youth Motorsports, Stu Kelly returned to the program to help out. He went on to become the general operations manager and crew chief for the organization, a role that would later help him secure a position at Force Indy.



## GAVIN KERCHER
### HOT RODDERS OF TOMORROW GRADUATE

Currently playing two roles for Team Penske's IndyCar effort—one as a rearend mechanic for Scott McLaughlin's #3 car at the shop, and the other as the "tire guy" at the track, adjusting pressures, checking tread depths, and keep everything copasetic on that front—Gavin Kercher was originally introduced to the world of racing through soap box derby competition not long after he learned to walk. By the age of seven he was already into drag racing snowmobiles, a passion that stuck with him throughout his formative years.

*"ASIDE FROM THE TECHNICAL ASPECTS OF RACING, THE OTHER THING THE PROGRAM TAUGHT ME A LOT ABOUT WAS MANAGING RELATIONSHIPS IN THE INDUSTRY, AND HOW THE INDUSTRY WORKS."*

"It was around the time I was a junior in high school," he recalled. "I remember thinking, 'Well, I really like this snowmobiling stuff. I should probably start learning how to fix them.'" That in turn led him to the Motorcycle/Outdoor Power Technology class at the Elkhart Area Career Center. Within that class, the Hot Rodders of Tomorrow program was offered to students as an extracurricular activity.

"We got a classroom demonstration of what they are doing in the program—tearing down and rebuilding a small block engine—and they mentioned that we could earn scholarships through the program. That part really interested me—I've always liked free money! So I decided to sign up and give it a shot."





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*"I THINK IT'S IMPORTANT TO LET THESE KIDS KNOW THAT IF THIS IS SOMETHING THEY WANT TO GET INTO, THERE ARE OPPORTUNITIES OUT THERE."*

Part of the Hot Rodders of Tomorrow program includes a five-person competition that scores teams based on how quickly they can tear down and rebuild a spec engine, along with how well the engine runs after the rebuild based on the rotational torque it makes. "You're racing against other teams across the country, and whoever does it the fastest and most accurately wins," Kercher said. "So it really helped me learn how to operate within a team, and to work in a fast-paced environment where every second counts."

The Hot Rodders of Tomorrow program eventually led to a scholarship to the NASCAR Technical Institute, where he learned about race car setup, suspension tuning and fabrication, among other motorsports-specific topics.

"While I was in school my resume made it over to the folks at Penske Racing, and I got a paid internship in the carbon fiber composite shop," Kercher said. "I'd work in the mornings before my afternoon classes, and I got to know guys who were working on the race team there. When I was about to graduate, I decided to speak to the chief of our Acura IMSA program about what opportunities might be available. I got hired there full-time as a tire technician about a month out of school."

He cited COVID as the main factor in his jump from the IMSA team to IndyCar. "I got really lucky with that, actually," he said. "They needed some extra personnel, so I got pulled to go to some IndyCar races last year as well. Initially, I was the guy who held the sign board when drivers would come in for pit stops, and I started learning the IndyCar tires—they're a little different from the stuff we use in IMSA. But I was also vocal about wanting to be a mechanic. I made sure people knew that was my goal. So right now

The competitive aspect of Hot Rodders of Tomorrow provided Gavin Kercher with experience working in a team environment against the clock. The program also allowed him to secure a scholarship to the NASCAR Technical Institute, which in turn led to an internship at Penske Racing.





Gavin Kercher joined the Hot Rodders of Tomorrow not long after he graduated from high school. Now a mechanic for an IndyCar team, he says his only regret is that he didn't discover the program sooner.

is kind of a transitional year. I'm learning, but things are heading in the right direction."

Looking back, Kercher said that he feels it's important for STEM outreach programs to connect with younger kids in order to have a greater impact on their career trajectory. "Personally, I didn't really know anything about this stuff until my junior year of high school. I feel like I could have benefited even more if I had been involved at a younger age. I definitely would have been interested in it. I think kids should be aware that college isn't the only option when it comes to furthering their education." PRI

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# TRACK ATTRACTION

*THE JOB OF GETTING FANS INTO THE STANDS IS AS CHALLENGING AS EVER, SO RACE TRACKS AND SANCTIONING ORGANIZATIONS RELY ON A DIVERSE ARRAY OF TOOLS TO MARKET THEIR EVENTS AND PUSH OUT COMMUNICATIONS.*

**By David Bellm**



Summit Motorsports Park

Reality can be harsh. In a perfect world, fans would flock to races without prompting, and drivers would pack the track just by seeing the sign out front. Yet the plain fact of the matter is, race tracks must compete against an ever-growing universe of entertainment options, ranging from TikTok smartphone videos to championship sports teams at massive arenas.

To keep grandstands full and starting grids healthy, race tracks and sanctioning bodies rely on a wide array of marketing and promotional methods. We reached out to a number of these organizations to find out what works and what doesn't. Their insight proved valuable and at times quite surprising.

## THE DIGITAL REVOLUTION

Contrary to what many experts imply, there really isn't a right or wrong way to promote an event. What works for one organization might not work for another.

For this reason, large national sanctioning bodies prefer to partner with local tracks that know what works in their particular region. This cuts down on guesswork. "Every market is a little bit different in the way you approach it," explained Chris Dolack of World Racing Group, Concord, North Carolina. "So we try to work with the local promoters in each region who know their market. If we go into a particular market and those fans are used to seeing a track's messages on television, then it makes sense for us to do television."

That said, digital media has become the undisputed king of the hill in all regions. "If I was going to go to another venue for a different event, what's the first thing I'm going to do?" said Chuck Deery of LaCrosse Fairgrounds Speedway, West Salem, Wisconsin. "I'd whip out my smartphone and look it up that way. So we've been trying to direct our attention toward that."

Among the many forms of digital marketing, the strongest returns are coming from social media, according to our sources. Facebook in particular has emerged as the most powerful platform for reaching car enthusiasts and race fans.

"We use Instagram and Twitter, too," said Mary Lendzion of Summit Motorsports Park, Norwalk, Ohio. "But we can see by the response that Facebook is where we have the most impact. We have more than 66,000 followers there."

Because of social media's voracious demand for fresh content, many organizations that used to have separate marketing and editorial departments are merging those entities into a unified content team. The content these centralized groups develop is then used in social media, websites, ads and more. "We're all after the same thing—to promote our races, which promotes our brands, which creates hype behind the series," said Mike Galimi of NMCA, Santa Ana, California. "At the end of the day, it's all content."

Tracks can draw on the star power that comes with the major-league events they host. "I reached out to John Force to ask if he would make a one-minute-long video clip that we could post to our social media," said Lendzion. "It was wonderful, and people really responded to it."

Some large sanctioning bodies add a unique regional twist to this celebrity power play, choosing the racers they feature by region, to better appeal to the pride and familiarity of fans in that area. "We have drivers from all over the country that compete with us," said Dolack. "If we're going to the Dakota area, Donny Schatz has a huge fan base up there. Our messaging for that race will have his car and his name in those promotional efforts. In Pennsylvania, we'll feature Logan Schuchart and Jacob Allen."

For smaller organizations, sometimes just a well-thought-out, simple promotion can have potent returns on social media. David Carroll of the Southern Drag Boat Association in Burnet, Texas, has seen positive results by simply posting a digital version of the event flyer on Facebook. To entice people to tell others about it, he adds their name to a drawing for VIP tickets to the race if they share the flyer. "A lot of people don't want to share things," said Carroll. "But when they have a chance to win a couple-hundred-dollars' worth of VIP tickets, they will."

Regardless of what approach is used, ultimately social media is all about conversations. The best marketers see it as an opportunity to connect directly with their fans. "It's very important to me to have a rapport with every single one of our guests who comments on our page," said Lendzion. "I want to read what they're saying, and I want to respond."

Although most discussion of social media revolves around essentially free methods of promotion, paid advertising also has a place in the marketing mix. Several sources we spoke to use Facebook ads, while others see dividends from pay-per-click ad programs. "We do paid Google search ads," said Chase Brashears of South Boston Speedway, South Boston, Virginia. "So we pop up as the number-one option on searches. We also have SEO paid functions that make it easier to find us, which actually is very, very successful."

> *"IT'S VERY IMPORTANT TO ME TO HAVE A RAPPORT WITH EVERY SINGLE ONE OF OUR GUESTS WHO COMMENTS ON OUR PAGE."*

Last but definitely not least in our discussion of digital marketing is email. This venerable platform generally isn't as hip or trendy as social media is right now. But few other marketing methods of any type allow the kind of personalization, targeting and cost efficiency that email provides.

The one big hurdle with email, however, has always been the question of how to build an effective mailing list. It's not something you can just go buy—anti-spam regulations banned that decades ago. Many race promoters have now discovered that a powerful method for getting a good list is built right into their normal race operations. "We've recently gone to online ticketing, so we're able to capture all those email addresses," said Deery. "We can sell that event or others to them again."

Also worth noting are some downsides to digital marketing. For one thing, it can devour massive amounts of time. On top of that, it's constantly changing and difficult to keep up with. To overcome those hurdles, some organizations are handing off the digital part of their promotion efforts to outside agencies.

"It's kind of like me working on my car," said Brashears. "I have the tools to maybe change oil and stuff. But when it comes to taking out an engine, I'd have to go buy an engine hoist and all that stuff. Our ad agency

In-house media productions like the NMCA's Fastest Street Car Magazine offer advantages in event cross-promotion, brand building, and content generation for use on multiple platforms. Photo courtesy of NMCA.





Capitalizing on that star power that comes with hosting major-league events is an effective way for tracks to improve engagement with their audience. Seen here is Bill Bader Jr., at left, of Summit Motorsports Park and NHRA Funny Car legend John Force.

already has all the tools they need in-house. We're just a simple little task to them."

## TRADITIONAL MEDIA

With all this talk of digital media's power and popularity, you might think traditional media is being discarded like a worn-out race tire. But that's not entirely true.

Yes, some motorsports organizations are indeed stepping away from pre-Internet marketing methods such as brochures, radio ads and billboards. And almost all of our sources noted that print newspapers are a dead medium as far as they're concerned.

But others continue to see solid results from various forms of traditional media. Summit Motorsports Park, for instance, continues to produce a large, full-color printed annual brochure highlighting its events. The brochure is sent via postal mail to everyone on the track's mailing list, handed to all spectators as they enter the track and passed out at major automotive events, such as the Detroit Autorama.

"We go to great lengths to make sure those brochures are as attractive and colorful and eye-catching as they can be," said Lendzion. "We have them printed on high-quality glossy paper because we want fans to hang them on their walls."





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Car fans are often looking for something to liven up their garage décor, so a poster-worthy color brochure works well in that setting. But when it comes to commercial locations, the proliferation of large retail chain stores has effectively killed the value of posters, noted one source. "We used to do more printed posters and cards," said Dolack, "but they're harder and harder to get up in stores, because stores now have very well-defined plans for how that sort of stuff should appear in their windows."

Along with print marketing materials, radio and television are seeing a similar mixed evolution. Much of radio's audience has moved online to streaming platforms such as iHeartRadio, or to satellite systems like SiriusXM. Yet despite their boundaryless reach, these platforms lack the local emphasis that radio has traditionally provided. "People are listening to SiriusXM," said Carroll, "but it's hard to really target areas."

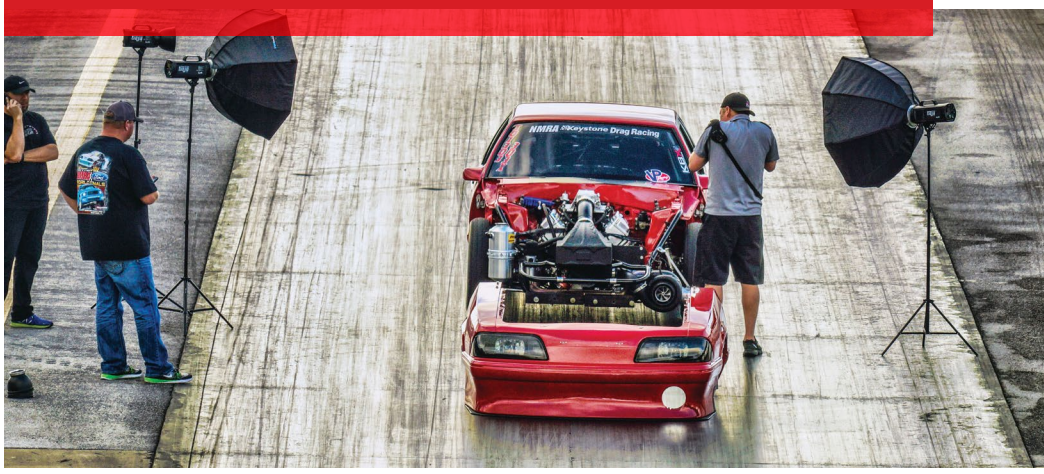
At the same time, it can take a relatively large budget to buy enough radio and TV time to make much of an impression on viewers or listeners. This is hastening many promoters' move to less expensive digital technologies. "We've spent a good chunk of money on TV and radio," said Michelle Lackey Maynor of Alaska Raceway Park, Palmer, Alaska. "But we don't have enough of a budget to make that an effective campaign. So for us, it didn't work really well."

*"IT'S ALL ABOUT BRINGING PEOPLE TO THE RACE TRACK."*

Perhaps the ultimate way to utilize the power of television is to own a network, which is exactly what World Racing Group has done with its DIRTVision streaming platform. Beyond the exposure and brand building that naturally come from live racing broadcasts, World Racing Group also uses the platform to cross-promote its other events. "All of our races are broadcast live," noted Dolack. "You can go home, flip on your TV, turn the app on and you're watching our races on your television. It's as strong of a tool as we have anywhere to promote our events, our series and our drivers."

Complementing the DIRTVision platform, World Racing Group also creates unique video content for spectators at races. The work is done by a separate in-house team that tailors the race-day content to the needs and expectations of an in-person audience. That content is then displayed throughout the event on an array of screens at the track. Naturally, this on-site video content also promotes concessions, upcoming races and other products to spectators, making it a potent marketing vehicle.

Providing a steady flow of fresh content is a crucial component of any social media strategy. Because of this, many organizations have combined their marketing and editorial departments into one unified content team. Photo courtesy of NMRA.

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NMCA also has its own dedicated in-house media platform, Fastest Street Car Magazine. Like DIRTVision, the magazine is a luxury that only a relatively large organization like NMCA can sustain effectively. But if the resources are available, an in-house magazine is an undeniable advantage for cross promoting races, building the brand and generating content to use on other platforms. "It's an incredible way to tell the story of our racers," said Galimi.

## FILLING STARTING GRIDS

While attracting spectators is an obvious necessity for any motorsports organization, there's a hidden flipside that can be equally important: getting participants for races. Many race tracks must actively reach out to competitors and draw them to events or risk low car counts.

Although the need to market to racers varies considerably from track to track, the pandemic appears to have made it more difficult, at least temporarily. "It was kind of crazy to go down a path of having to market to competitors, to be honest with you," said Brashears. "But the track was shut down all last year, so our car counts at the beginning of the year struggled a little bit to get started."

To help bring more racers to the South Boston Speedway, Brashears came up with a team information page on the track's website, showing why racers should race there and displaying all pertinent information in one centralized location. This is complemented by email blasts and social media posts aimed at competitors, particularly those who have previously competed at the track. Brashears said that through these efforts, car counts at his track are quite healthy now.

Even national organizations like NMCA feel the need to actively market to racers. NMCA's outreach efforts tend to target less visible classes, based on the expectation that competitors in more prominent classes are already familiar with the organization and its events. "We target racers and fans with two different campaigns," said Galimi. "If you're a class racer, most likely you've come across our brands. So for racers, we'll target some of the more street-oriented classes, where competitors may not have heard of us before."



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To help attract racers to these beginner-oriented classes, NMCA has teamed with Dodge to develop a program designed to assist new drag racers. The program takes prospective racers through all the necessary steps in racing, from when drivers enter the facility to when they make a run down the track. "We try to communicate the process as best we can to help eliminate some of the intimidation factor," Galimi said.

## GETTING CREATIVE

The long-term health of any racing organization depends on bringing a steady flow of new people through the gate. Hardcore racing fans may need just a slight nudge to get them to an event. On the other hand, the vast potential audience of casual spectators typically requires something unique to draw them to an unfamiliar location, to see a form of entertainment they know little or nothing about.

Doing so can take a lot of creativity and out-of-the box thinking. "It's all about bringing people to the race track," explained Royal Jones of Vado Speedway Park, Vado, New Mexico. "They see the place, utilize it, and get a warm, fuzzy feeling about us doing something for the community."

To do that, Jones isn't afraid to try new things. For instance, when the pandemic shut down schools last year, he opened his facility to three high schools in the region so they could have graduation ceremonies. "It was an exciting, memorable experience for kids to graduate from high school and do it at the track," recounted Jones. "And it showed this race track to about 3,000 families."

Also on the track's schedule is a Christmas decoration display that's already seeing plenty of action on social media. "It's getting thousands of hits now," said Jones.

Carroll of the Southern Drag Boat Association wanted to attract young spectators, who could potentially become fans for decades to come. To do so, he set his sights on college students for a race in College Station, Texas, home of Texas A&M University. Carroll offered half-price admission to anyone who presented a college ID at the gate. "I honestly believe if I can get a guy that's interested in motorsports to one boat race, I'll have him for life. It's that exciting."

Maynor of Alaska Raceway Park has seen good results emphasizing the track's potential as family entertainment, to better compete for the limited number of fans in the market. "It's affordable entertainment for families," she explained. "There are only so many of us in Alaska. So being able to reach all of those who are interested in motorsports is what we focus on."

Whatever method tracks and sanctioning bodies use for marketing and promotion, the job is really only limited by one's imagination. While some organizations may have more money, a bigger brand name or more resources than others, marketing

To help bolster their car counts, South Boston Speedway developed an information hub for the track's website that is devoted specifically to drivers and teams. The page outlines the benefits of racing with the track and puts other important details front-and-center. Photo courtesy of Joe Chandler/South Boston Speedway.





Moving to an online ticketing model can allow tracks to build mailing lists that are comprised of fans who have a proven interest in attending events at the facility, including Alaska Raceway Park, seen here.

and promotion ultimately come down to how passionate an organization is about bringing its message to its audience. “We’re always exploring how to do something even bigger, or even better, or even bolder than before,” said Lendzion. “It’s sort of ingrained in us.” PRI

## SOURCES

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vadospeedwaypark.com

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worldracinggroup.com





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| NMRA/NMCA POWER FESTIVAL / MARTIN, MI | 07.23 - 07.25 |
| NATIONAL TRACTOR PULLING CHAMPIONSHIPS / BOWLING GREEN, OH | 08.19 - 08.22 |
| CRANDON WORLD CHAMPIONSHIPS / CRANDON, WI | 9.03 - 09.05 |
| GRIDLIFE / SOUTH HAVEN, MI | 09.09 - 09.12 |
| HOT ROD DRAG WEEK / MARTIN, MI | 09.13 |
| HOT ROD DRAG WEEK / NORWALK, OH | 09.14 |
| HOT ROD DRAG WEEK / INDIANAPOLIS, IN | 09.15 |
| HOT ROD DRAG WEEK / BYRON, IL | 09.16 |
| STREET CAR TAKEOVER / ST. LOUIS, MO | 09.17 - 9.18 |
| SUPER DIRT WEEK / OSWEGO, NY | 10.07 - 10.10 |
| MAGIC 8 DUCK X PRODUCTIONS / VALDOSTA, GA | 10.15 |
| DODGE/SRT NHRA NATIONALS / LAS VEGAS, NV | 10.29 - 10.31 |
| SEMA SHOW / LAS VEGAS, NV | 11.2 - 11.5 |
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INTERNATIONAL REPORT

# THE NEW VIRTUAL WORKPLACE

WITH ONGOING TRAVEL RESTRICTIONS AND MANY BUSINESSES' STAFF STILL WORKING FROM HOME, ONLINE PLATFORMS HAVE TAKEN ON AN INCREASINGLY PIVOTAL ROLE IN HOW COMPANIES STAY IN CONTACT INTERNALLY AND WITH THEIR CUSTOMERS. AFTER A YEAR OF TRIAL AND ERROR, WE'VE GAINED SOME INSIGHT INTO WHAT SEEMS TO WORK BEST—AND ALSO WHAT DOESN'T.

**By Bradley Iger**



Photo courtesy of VP Racing Fuels

Not so long ago, video conferences and virtual meetings were looked at as a necessary evil—a rather inelegant solution to the temporary issue of not being able to put a certain group of people in the same room at a given time. In the new reality brought on by the pandemic, though, face-to-face meetings are still rare occurrences for many companies. As a result, these technologies have now become indispensable tools to conduct business.

As an industry with strong international ties that often champions a hands-on approach, racing has been particularly affected by these circumstances. But ingenuity has also long been a hallmark of motorsports, and it's a mindset that tends to carry over into the office.

Here we take a closer look at how companies are continuing to do business and effectively communicate while in-person contact remains elusive. We also get some insight into where things may be headed as the available solutions continue to evolve and we collectively establish the new normal.

> *"EACH COMPANY HAS ITS PREFERRED TOOLS, SO YOU NEED TO BE ABLE TO MOVE FAST AND BE COMFORTABLE USING DIFFERENT PLATFORMS."*

## ASAP TRADING USA

### SAN DIEGO, CALIFORNIA

"We normally travel throughout Latin America to see our customers—the importers," said Juan-Jose Rebaza. "And we also travel throughout the United States to see companies and the factories that we represent. So after lockdowns took effect in March of 2020, we had no choice but to face this new reality. We had a number of scheduled trips to Peru, Chile, Argentina, Ecuador, and elsewhere that we had to cancel, or, in some cases, the airlines were canceling those flights. So we quickly needed to regroup and think about how we were going to do this now, because the best marketing for us over the past few years has been these in-person meetings and attending some of the biggest events in Latin America (Mexico, Central and South America)."

Rebaza told us that early on, the issue of attending events essentially solved itself—there no longer were any. The real challenge they faced was finding a suitable and effective replacement for their in-person meetings with clients and customers. "Very quickly we realized we were going to have to get comfortable being in front of a camera," he explained. "So we made sure that we had nice company shirts, confirmed that our haircuts and eyeglasses were on-point, and then we got some nice equipment to use."

Beyond meetings, Rebaza and his partner Ricardo organized what he refers to as virtual trips, virtually traveling to Colombia, Mexico, Costa Rica, Panama, and other countries, not only to maintain their relationships with their customers, but to reassure those folks that they understood the situation they were going through because they were dealing with similar challenges as well.

"Initially it wasn't an easy adjustment for some of the customers and factories," he explained. "Some just weren't ready for it. Employees didn't have cameras or didn't have microphones. Others just weren't comfortable being on camera and being seen at home. But by the beginning of June things started coming together, and people started getting used to those meeting requests. And little by little, people also started to figure out how to go racing again."

Rebaza said that they initially used Zoom for video conferencing, but they quickly ran into limitations with the free-to-use version of the platform. "It seemed to be the easiest option, but you're limited to 45 minutes with the free version and then it abruptly cuts out. So there were times where we had organized a seminar with one of the factories that we represent, and in the middle of it the meeting would get cut off. I'd have to tell them that we had a technical issue and send another link to a new meeting."

That led the team to seek out other options, which in turn brought them to Google Meet. Formerly known as Google Hangouts, the video meeting software functions similarly to Zoom, but boasts several distinct advantages. "We found out that it offered unlimited time for free, and the quality and reliability was similar to Zoom. The audio and video settings are easier to adjust, too. And the process of creating a new meeting is very streamlined."

However, Google Meet comes with a caveat of its own. "You have to have a Gmail account in order to use it, and that can sometimes be a hassle if one or more of the potential attendees don't have one. But these days most people have a Gmail account, and they're also free, so that hasn't been a huge issue for us."

He also began to establish some best practices in order to keep everything running smoothly. "I would send an initial calendar invite for meeting sometime in the future—let's say a Friday at 9:00 in the morning—and then on the invite, I would explain that five minutes before the meeting, I would send out a link to the meeting. So five minutes before the scheduled meeting I'd create the meeting and send out a link, and it worked like a charm.

Juan-Jose Rebaza of ASAP Trading USA recommends sending out an initial calendar invite that establishes the meeting time, then following up with another email that includes a link to the conference just before the meeting as a last-minute reminder.



Engine builders and garage owners normally aren't sitting in front of the computer all of the time, and these days we're processing so much information on a daily basis that it's really easy for these types of things to get forgotten. So that kind of works as an excuse to remind people about the meeting."

While Google Meet has become the go-to platform for ASAP Trading USA, Rebaza noted that companies should really have all the popular options installed and ready to go at a moment's notice. "The bigger companies might take issue with certain platforms because of security concerns or things like that," he said. "Some prefer Microsoft Teams or GoToMeeting. Each company has its preferred tools, so you need to be able to move fast and be comfortable using different platforms."

*"FOLKS STILL WANT THAT PERSONAL TOUCH, SO WE'RE TRYING TO BE CREATIVE AND DO WHAT WE CAN DO."*

He added that messaging apps like WhatsApp have become more popular alternatives to traditional email because of their simplicity and ease of use. "WhatsApp is great because it's very user-friendly and full of features. For instance, it's really easy to snap a picture and share it with a person—you don't even have to 'attach' it. And you can synchronize your conversations across multiple devices, so if you move from your mobile phone to your laptop, you can pick up right where you left off."

Meanwhile, Telegram is a newer messaging app that is gaining traction internationally as well. "I see more and more people using it every day. It's a business platform, but it functions like Snapchat. The messages eventually go away on their own. I send you a text, you read it, and it goes away. People seem to appreciate the privacy and security that design provides."

Even though these platforms offer viable solutions for their company, Rebaza admitted that nothing can ever totally replace the effectiveness of in-person meetings. "Since we're not able to travel, we've also started to use agents in each country that we normally frequent, so we can at least visit customers indirectly. Folks still want that personal touch, so we're trying to be creative and do what we can do."

## VP RACING FUELS
### SAN ANTONIO, TEXAS

Although VP Racing Fuels' business was significantly impacted early on during lockdown, the company quickly saw its sales for small engine fuels skyrocket as folks across the nation looked for projects to take on while stuck at home. "With everyone stuck at home, people decided to start working in their yards. Thankfully we have diversified our product portfolio and we are no longer just a race fuel company. Having a full line of ethanol-free small-engine fuels truly saved our business," said James McVey. "And since we commonly use ethanol in several of our race fuels, we developed our own hand sanitizer and brought that into the market through our distribution channels. Those sanitizers generated an additional revenue stream that allowed us to remain profitable even with the reduction in our race fuel sales."

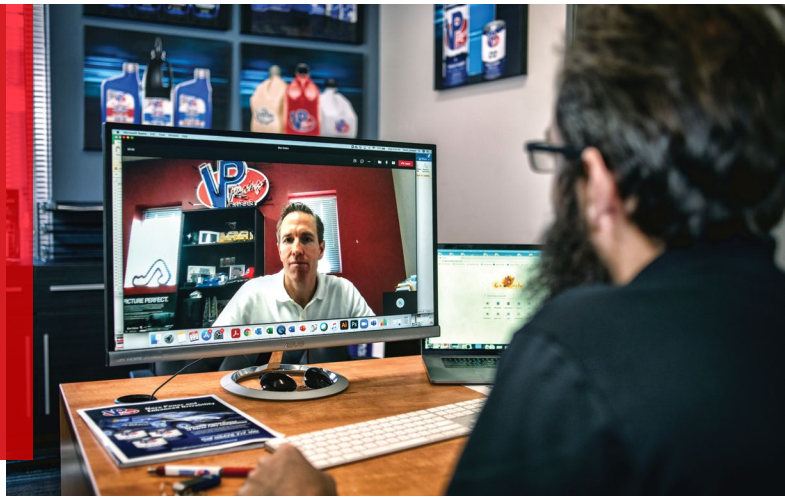
As a result, 2020 ended up being a record year for VP Racing Fuels, and it's on track to raise the bar even higher this year. But with a significant international presence, the company has also faced logistical challenges as a result of the pandemic that required changes to its strategies.

"Domestically it changed quite a bit," explained McVey. "We have facilities on the West Coast, East Coast, Northeast, and so on, and salespeople who are normally constantly out there knocking on doors and meeting with customers. So when COVID hit, all those face-to-face meetings stopped, and everything went online. The international side wasn't really as impacted, but that's because we were already using online software solutions for meetings in many cases."

VP Racing Fuels' virtual meeting platform of choice is Microsoft Teams. McVey said Teams was chosen largely for its performance and security, but there are other advantages as well. "It's not just meeting software. There are a lot of features that a company can use internally, too. You can create chat rooms and groups, share files and so on. We utilize it to communicate with each other on a day-to-day basis internally, often as an alternative to email. The days of sending out emails with 20 people cc'd on it, and then receiving 50 replies, are mostly over thanks to this platform."

But he noted that even with a proven solution like Teams, it's important to prepare for the unexpected. "You can't assume that the technology is always going to work," McVey advised. "You can have the best software, but if your customer doesn't have the greatest data connection, you're going to have some challenges. I think we've all become a little more forgiving of those issues now, though. People have learned to deal with it."

That's important because these technologies are likely to only become more integral in the coming years. "We've seen that it's the direction things are going, and it has definitely helped us get answers quicker and keep in regular contact with our customers," McVey said. "Like the transition from fax machines to email, it has sped up the way we do business."



VP Racing Fuels uses Microsoft Teams not only because of its performance and security, but because it incorporates additional features that typically aren't included in meeting software.

## MOTOR STATE DISTRIBUTING
### WATERVLIET, MICHIGAN

Like many in the industry, Motor State Distributing saw its business come roaring back in the summer of 2020. But with most events canceled or postponed, it sought to find a way to keep in contact with its customers, and ultimately its traditional methods proved the most effective.

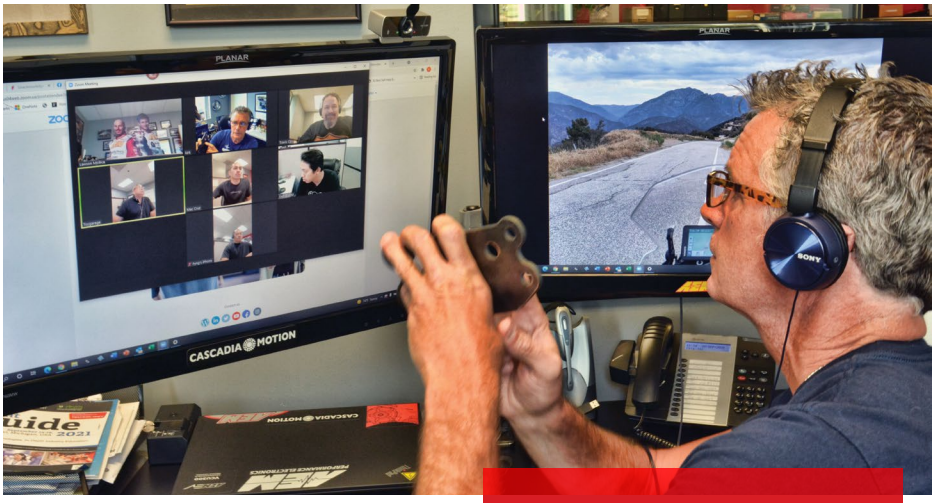
"Today we're still primarily email-based," said Darren Lane. "We didn't really try to push anything on anybody in terms of technology. It's more about staying in regular contact with people. The sales team has never really done much in the way of video conferencing—I don't think they're particularly fond of it, to be honest. Occasionally a customer might call using FaceTime or something like that, but other than that, we stayed with the platforms that people feel the most comfortable with."

> *"LIKE THE TRANSITION FROM FAX MACHINES TO EMAIL, IT HAS SPED UP THE WAY WE DO BUSINESS."*

That focus on ease-of-use has helped bring WhatsApp into the fold as well. "I think we've kind of gravitated toward that platform because it tends to be what the customer is comfortable using."

Lane said it's important to avoid creating potential technical barriers that could hinder regular communication, both internally and with customers. "Our team uses instant messaging a lot, and it seems to help. We use Cisco WebEx Messenger, but other platforms like Slack and WhatsApp will also do the job, so it really comes down to preferences and priorities."

Looking into the future, Lane doesn't expect Motor State Distributing to change too dramatically over the next few years. "There's always room for improvement, but I think we've got things pretty well dialed-in at this point. What we're doing seems to be working."




Kirk Miller, at right, points out that while AEM's staff has go-to options for instant messaging and video conferencing, it's important to become familiar with a range of different platforms in order to accommodate the preferences of outside parties.

## AEM ELECTRONICS
### HAWTHORNE, CALIFORNIA

AEM's Kirk Miller noted that international travel has never been a major element of the company's business operations, and that's by design. "We have a pretty robust network of distribution partners who are basically our boots on the ground. When you have a good distributor with a wide-open channel of communication, you're talking with those folks every week, if not more."

So while AEM's use of video conferencing did increase after travel restrictions were put into place, it was already familiar territory for the team. "Whether it be text, email or video calls, we had already been using these systems frequently for years," said Miller. "We have engineers in the field who regularly call in through video, so we were set up for this."

He told us the platform of choice for day-to-day communication within the company is Slack. "Instant messaging programs tend to be quicker than email, and the messages don't get stacked up in your inbox. You see it right away, so you'll often respond right away. An email might get buried under dozens and dozens of other emails that come in throughout the day, but when someone receives a direct message like that, it gets their attention."

Miller pointed out that the company generally prefers using Google Meet because of its user-friendly design, but it often needs to jump to other platforms to work with engineering companies and suppliers who have their own preferred software. "In some cases that might even be a solution they've developed in-house, and they just send us the login information. But we'll use whatever makes everyone happy."

Even though the company was well-versed in video conferencing etiquette before COVID, Miller said that they have learned a few things over the past year or so. "The biggest problem I've noticed is high head counts. When you get 12 to 15 people on a call, distractions and noise can become frustrating. Smaller head counts usually lead to more effective meetings in that regard."

Yet despite any potential annoyances, Miller said it's worth the effort. "The cool thing is that, much in the way a call allows you to hear the inflection in someone's voice that you can't get through email or text, video conferencing adds another layer to it," he explained. "You can actually see someone's face and read their body language. I think that makes a difference." PRI

## SOURCES

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aempower.com

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asap-trading.net

**Motor State Distributing**
motorstate.com

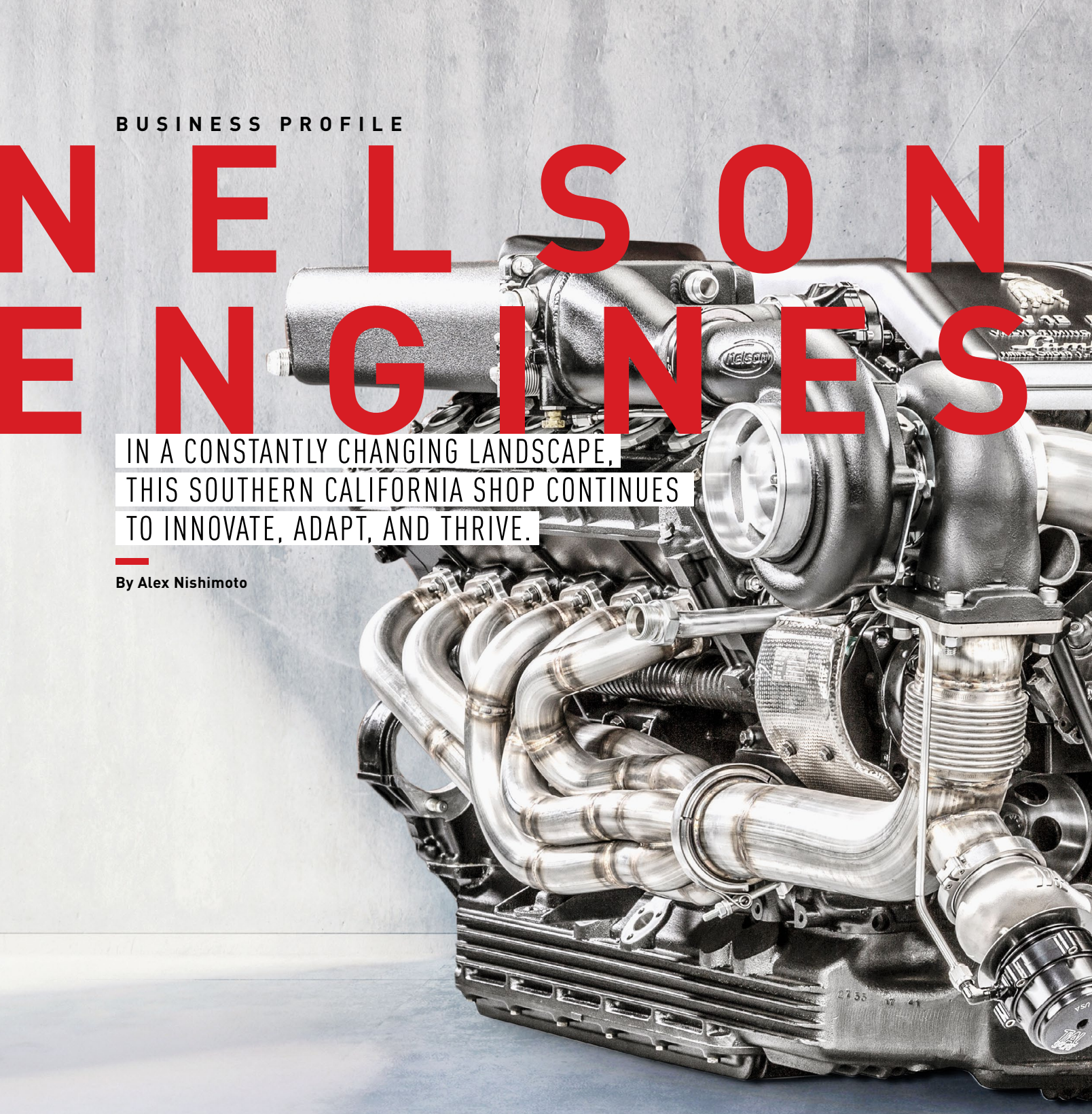
**VP Racing Fuels**
vpracingfuels.com

BUSINESS PROFILE

# NELSON ENGINES

## IN A CONSTANTLY CHANGING LANDSCAPE, THIS SOUTHERN CALIFORNIA SHOP CONTINUES TO INNOVATE, ADAPT, AND THRIVE.

**By Alex Nishimoto**

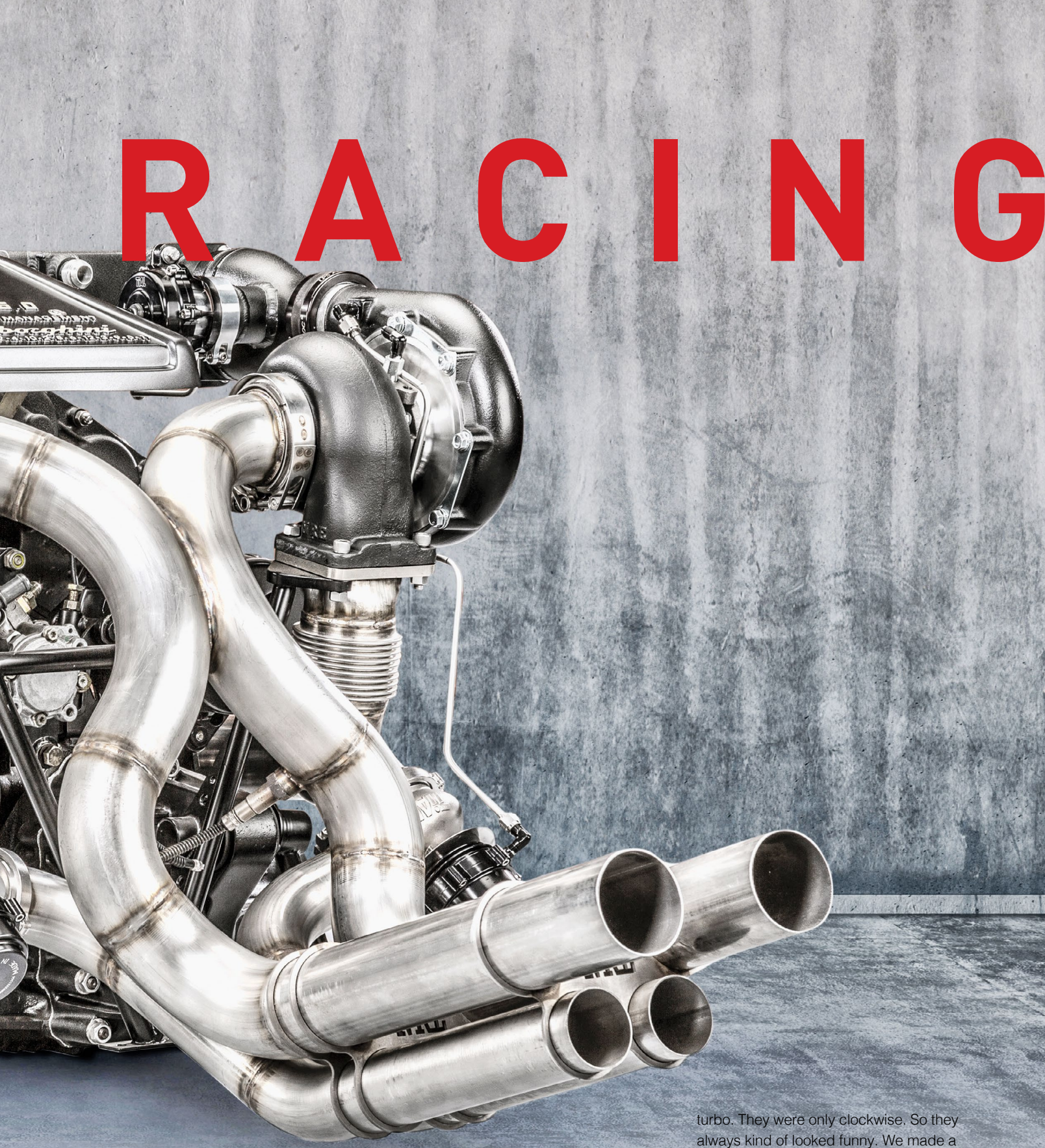


It's the mid-1980s in Southern California's San Fernando Valley. A 12-year-old boy straps into the passenger seat of his dad's De Tomaso Pantera, ready for an exhilarating drive as usual. But this ride would prove to be particularly thrilling. The boy's father had just bolted a pair of turbochargers to the Ford V8 perched right behind their seats. After a couple of full-boost runs in the now-even-faster mid-engine coupe, the boy was hooked for life. That boy was Tom Nelson, founder of Nelson Racing Engines (NRE).

Since 1995, NRE in Chatsworth, California, has put together engines that are both immensely powerful and wondrous to behold. Anyone who has attended a major car show or flipped through the pages of a performance magazine in the last 25 years is most likely familiar with its work. The shop has produced some jaw-dropping custom builds over the years, and from the very beginning, Nelson has strived to balance function and form.

"We came up with these near mirror-image

# RACING



turbos back in the day," he said. "Other people have them out now because we sold the patent to Precision Turbo & Engine, but we manufacture our own. We sell a whole bunch of those.

"Up until we made that, there wasn't a counter-rotating turbo. In a V8 there wasn't a clockwise and a counterclockwise turbo. They were only clockwise. So they always kind of looked funny. We made a counterclockwise one, for a left and a right turbocharger, and that way the headers can look the same, the intercooler pipes can look the same, and it really adds to the whole look of the engine."

In addition to being highly aesthetically pleasing, a symmetrical twin-turbo setup has some unexpected performance benefits.

"Thinking in terms of reliability," Nelson said, "having the left side the same as the right side adds reliability. If the left side has different conduit lengths that are going to affect the way it's tuned comparative to the right side, then it's going to change the way it's tuned."

To this day, NRE's twin-turbo kits are still its bestseller. But coming in a close second are its crate motors, which Nelson said are also built with both function and form in mind. "I think we have a specific aesthetic," he explained. "Like our engines, usually when we build it, you know that we built it. It's done a specific way. I like to think that we're not just making horsepower, we're making functional art."

Nelson expanded on why big power isn't enough for him: "Years ago, we kind of capped out where we need to be power-wise for a street car. It wasn't really about finding every ounce of horsepower when we already had more than we'd ever need for a street car. I like the idea of the engine being a piece of art, like the engine bay is a picture frame and the motor is the jewelry. We try to hide a lot of stuff, where it looks like it doesn't even run. We hide throttle linkage, we have injectors put on the inside of the intake, wiring that's out of sight. So then it becomes beautiful."



Nelson Racing Engines' crate engine offerings benefit from ongoing refinement from owner Tom Nelson and team members, including Justin Kim, seen here working on a twin turbo 572 crate engine. "In this shop we're never staying stagnant," Nelson said. "We're always trying to one-up what we did before."

*"I LIKE TO THINK THAT WE'RE NOT JUST MAKING HORSEPOWER, WE'RE MAKING FUNCTIONAL ART."*

## KEEPING PACE WITH TECHNOLOGY

As Nelson alluded to, turnkey crate engines more or less hit their performance ceiling years ago. With that said, it would be easy to become complacent and keep offering the same crate motors year after year. That's just not how NRE does things.

"We're always changing," he said. "In this industry everything's moving fast. Everything. There's 3D scanning, 3D printing, all the advancements in fuel management, lightweight components and a lot more innovations each year. So we spend a lot of time in research and development trying 'what if' ideas. I think that keeps us fresh. If you're doing the same thing over and over, you're going to get left behind."

Nelson pointed to his shop's crate motors as a prime example. "Those crate motors are probably getting improved quarterly. If we find we like a certain valve better, we're changing all those valves. If we find that we like a certain cam that's making a little bit more power, we change it. In this shop we're never staying stagnant, we're always trying to one-up what we did before.

"It's really about the process," he continued. "We just keep refining our process. We can always do better. At the shop we're always wondering, what used to be really good yesterday is probably not going to be really good three to six months from now because we keep refining it."

When asked what has changed the most since he started in the business, without missing a beat, Nelson said, "The electronics."

He explained, "When I started, 500 hp was big. Now 1,000 hp is normal, and probably the biggest change that's made that possible are the electronics that manage it all."

Just as the parts have evolved, so have the tools. "We've got a DTS engine dynamometer that we do a lot of engine testing on, and then we have a cylinder head flow bench. We also do a lot of remote tuning, so we end up getting a lot of feedback from data logs."

## ANOTHER SATISFIED CUSTOMER

Tim Cagle at TCD Motorsports, an NRE customer who purchased a 1,500-hp LS 427 twin-turbo crate motor and transmission for his 1986 Chevy square body pickup truck project, can attest to the level of tuning and service that comes with an NRE engine.

"Everything's just so over the top," Cagle said. "Tom does the dyno. He provides the service after we get it started up and installed in the truck. There's a port where an iPhone plugs in, and he will tune it from the shop on his laptop, whether you're in another state or just driving it down the street."

Cagle said NRE was "the obvious choice" to provide a motor for his C10. When pressed on why he went with NRE, he said, "The build was getting excessive, and I didn't want to shortchange it in the motor department by putting just an LS or LS3 or crate motor of any sort. I had to get the engine to match the build."

The tremendous effort Nelson puts into his engines to make them stand out did not go unnoticed for Cagle.

"To me, an NRE engine is just a machined piece of art," Cagle said. "The fabrication, the machining, it just looks like art. It's not something you see everywhere. I only see that level of detail in high-end magazine builds. Everything about them was so over the top: the service, the tech end of

things. And Tom was always right there. If I needed anything mocked up or modified or changed, he was willing to handle it. It was full hands-on service. Plus, there are not many people who offer a 1,500-hp crate motor with a warranty. When it's picked up, they're not setting it on a tire in the back of the truck. It comes with a powder-coated engine stand that's bolted to the motor. Just an over-the-top outfit."

## TAKING CARE OF BUSINESS

Though NRE has grown substantially since its humble beginnings, Nelson still considers his company a homegrown operation. "We're still a small shop," he said. "We have a 16,000-square-foot garage and a little more than a dozen employees."

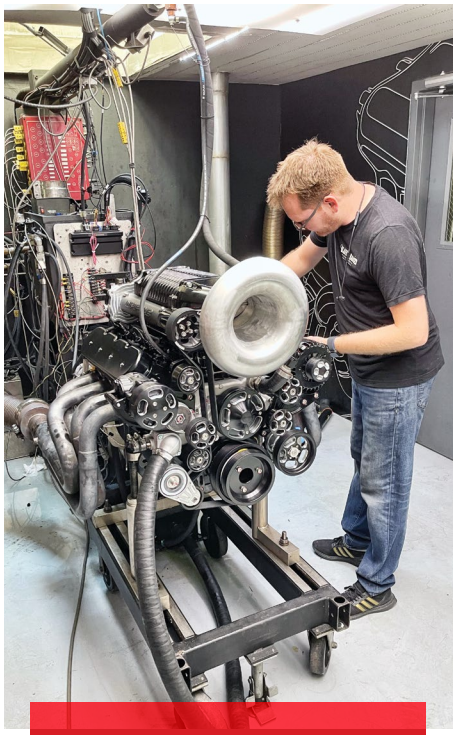
His tech staff is made up of six engine builders, two fabricators, a machinist, a sheet-metal guy and a wiring guy. Though the majority of his employees work hands-on with engines and cars, like any company, NRE has folks (salespeople and bookkeepers) who help the business run behind the scenes.

When asked how he recruits his employees, Nelson said he's had existing work relationships with many of them.

"The guys who are working here I've kind of sought after," he said. "We've got some really good tube conduit guys who do headers, intakes, intercoolers, etc., and these are guys who I've worked with for many, many years. Over the years we've developed a relationship, and I finally got them to work with me. Same with the engine builders. Currently, we have previous IndyCar-winning engine builders. Another guy ran an engine shop for 10 years. So the guys who are in this shop are really the best in the country."

When it comes to training, there are a few skills specific to what NRE does that will be learned on the job, but generally speaking, applicants should already be masters of their craft.

"There are certain positions that need training. Right now we're looking for a block prepper, which we would train for," Nelson explained. "But the guys who are doing the heavy lifting are guys who have done it for 30 years. There are some young guys in here, too, who are like 29 or 30, but they've been doing it since they were kids so they're all really talented guys. That's the one nice thing that I can definitely say about my engine shop—I have a lot of trust in what they do."



While extensive testing is performed on the shop's engine dyno, as seen here with Mike Fagan and a blown 427 LS engine, NRE's engines are also outfitted with a smartphone connection that allows a tech to tune the engine remotely after it's installed in a customer's vehicle.

One position NRE doesn't have is a social media specialist, because Nelson runs all of the shop's social media accounts himself. Currently, Nelson Racing Engines has 262,000 followers on Instagram, 162,000 followers on Facebook, and 143,000 subscribers on YouTube. "For an engine shop we've got a pretty good-sized social media presence," he said modestly.

Social media is how NRE engages with its customers outside of the shop. "We don't do a lot of shows, so that is the best way for us to interact with our audience."

It's through those same social media channels, Nelson said, that NRE gets most of its new customers.

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## GETTING THROUGH THE PANDEMIC AND BEYOND

Like every other business, NRE was thrown a major curveball in 2020 when the COVID-19 pandemic hit.

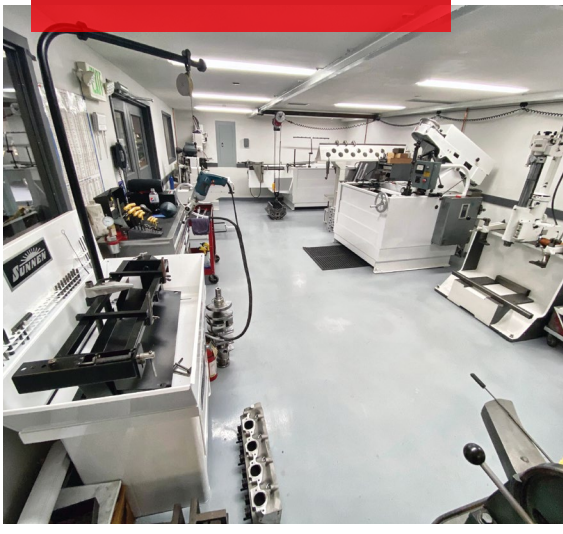
"Originally, one of my guys had a stroke from COVID," Nelson said, speaking of the early days of the pandemic. "We really didn't know much at that point. It was scary. So we really didn't work for a month or two. Then we came back and started working."

But instead of coming back to a slow trickle of orders, they had a long waiting list of people wanting to buy engines and parts.

"People were going stir-crazy, so everybody went into their garage," he said. "They're not spending money, they're not vacationing, they're just stuck in their garage, and they want to build stuff. If I had the parts, I could've sold like a zillion engines, but COVID made parts almost impossible to get."

The supply shortages and increased demand have forced NRE to limit the number of orders it can accept, but it's still busier than ever. "For us, we had to be careful how much business we would take in because we had to be able to get it done and we had

NRE's tech staff is comprised of six engine builders, two fabricators, a machinist, a sheet-metal specialist, and a wiring specialist. Owner Tom Nelson said he had existing work relationships with many of them long before they joined the shop.



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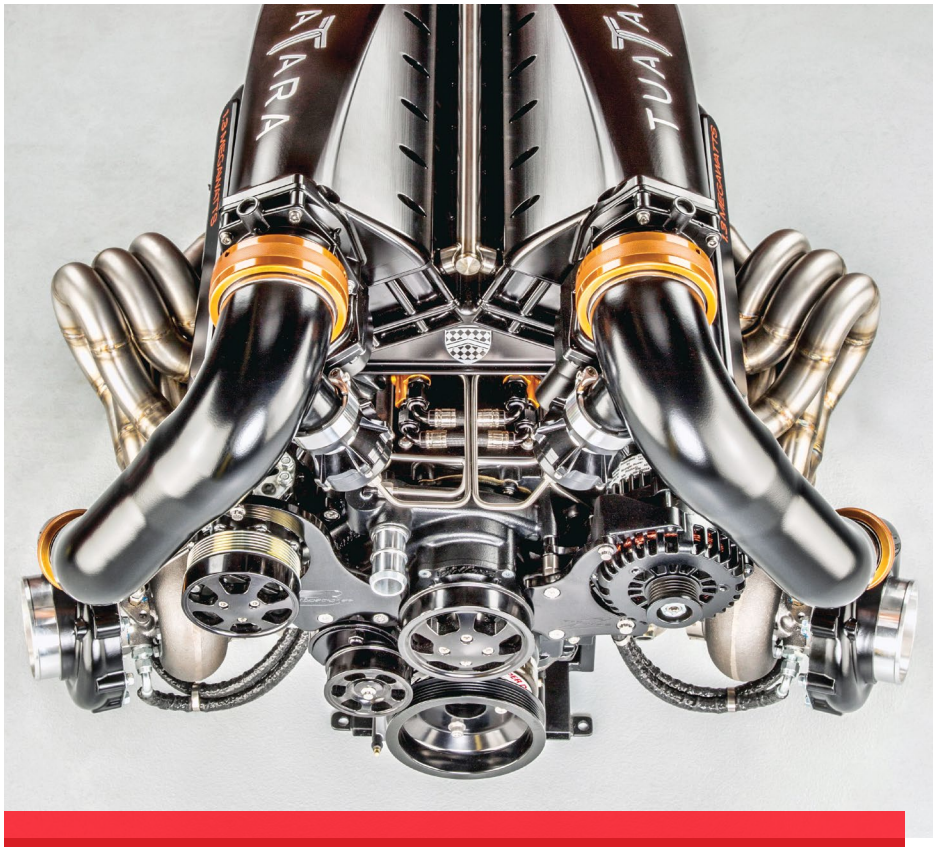

While making big power is the name of the game at NRE, aesthetics play an important role in their engine builds as well. "We hide throttle linkage, we have injectors put on the inside of the intake, wiring that's out of sight," Nelson noted. "So then it becomes beautiful."

to be able to get the parts," he said. "We've pretty much extended our timelines—it's almost double now—because of COVID. I mean, I've had blocks on order for over a year with Dart. Certain things we just can't get. We can't get a computer from Holley—five months I've been waiting for a computer from Holley. Engine bearings we can't get. Intake gaskets we can't get."

Despite parts being in short supply, NRE is producing about four engines a week, and its bread-and-butter twin-turbo kits continue to be hot sellers.

Nelson plans to offer more affordable crate motor packages while continuing to perfect NRE's craftsmanship. "We're really kind of known for these really expensive engines," Nelson admitted. "So we've been figuring out through buying power and making deals with a lot of the big brands to be able to buy at a lower rate and pass those savings to the customer. We're going to have a bunch more affordable crate packages that are essentially custom badass motors but at a crate-engine price."

Affordable is a relative term, and Nelson clarified by saying these packages will be a bargain for what they are. "We have a supercharged engine that we sell for like $26,000," he said. "It used to sell for $36,000. We were able to figure out how to make it for $10,000 less. We have a twin-turbo 427 LS that we sell for $29,000 that used to be $42,000. We've come up with ways to make the package actually nicer than it was but also more affordable."

When asked if some of those savings could come from outsourcing production, Nelson was adamant that everything will still be built in-house. "Everything has to be built here," he said. "If we're going to have our name on it, we're going to build it." PRI





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# INDUSTRY NEWS

## PRI NAMES PAUL GRAFF NEW SR. ART DIRECTOR

Performance Racing Industry (PRI) has named Paul Graff as the company's new Senior Art Director.


Paul Graff

In this role, Graff will be responsible for managing the in-house creative team and overseeing all design elements for the PRI Trade Show, PRI Magazine, PRI Membership, the PRI Road Tour, and all other materials related to PRI and its associated properties. He will serve as the primary creative contact for internal and external collateral, and oversee workflow and production for all PRI projects, campaigns, and initiatives.

"I'm excited about becoming a member of the PRI team," Graff said. "The strength of PRI's brand is unquestioned, and I look forward to building on that legacy while enhancing the products and services we offer our membership and the motorsports industry at large."

Prior to joining PRI, Graff was the creative and marketing director at Firebrand Media. He also worked for several years as corporate creative director at Beckett Media, and in the same role for Primedia, where he managed art direction for *Hot Rod, Truckin'*, *Super Chevy*, and *Import Tuner*, among other publications.

Graff will be based out of PRI's Aliso Viejo, California, headquarters and report directly to Jim Liaw, PRI General Manager.

"Paul is an outstanding addition to PRI," Liaw said. "His decades of experience and leadership combined with high-level skills across print and digital media will be invaluable as we continue to strengthen cornerstones like the PRI Trade Show and PRI Magazine while pressing forward on newer initiatives like PRI Membership and our related advocacy efforts."

For more information on PRI, including the 2021 PRI Trade Show and PRI Membership, visit performanceracing.com.

## PRI LAUNCHES ALL-NEW CAREER CENTER

Adding to its suite of Member benefits, PRI has launched an all-new online Career Center for job seekers and employers in the motorsports industry.

Accessible through PRI's website at jobs.performanceracing.com, the Career Center offers PRI Members and non-Members alike access to job listings and prospective employees throughout the US.

PRI Business Members are granted complimentary access to the service, where they can post jobs, manage job applications, search thousands of resumes, and more. Non-member companies also can access the PRI Career Center at competitive rates compared to other job board services.

Job seekers in the racing industry can search and apply for positions through the Career Center at no charge, too, and are given access to additional tools like job alerts and profile management. Premium options including career coaching, resume writing, and reference testing also are available for a fee.

For more information on the PRI Career Center, PRI Membership, the PRI Trade Show, and more, visit performanceracing.com.

## PRI 2021 MOBILE APP & SHOW PLANNER NOW AVAILABLE

PRI Trade Show attendees and exhibitors are encouraged to download the official PRI 2021 mobile app to begin planning for this year's event in downtown Indianapolis. The PRI Show app can be downloaded free of charge directly to your smart phone via the Google Play Store or the Apple App Store. Visit performanceracing.com/attend/download-app for direct access.

The Show app offers several valuable features, including an interactive floor plan—with exhibitor information—of the entire Indiana Convention Center and Lucas Oil Stadium, site of the Show. You can also:

- Search for exhibitors or products
- Navigate an interactive map of the Show floor
- View the schedule of events, including conferences, seminars, and more
- Set reminders and create your personalized agenda
- Connect with PRI on social media for updates and exclusive content
- Discover attractions and resources throughout Indianapolis, including dining, entertainment, transportation, and more

For desktop users, PRI's Show Planner allows you to combine planning and logistics into one easy-to-use tool. Also available through the Show site at pri2021.com, the Show Planner allows you to search for and manage exhibitors and products, create a plan before you arrive, save sessions and appointments to a personalized calendar, and much more.

For additional information or to register to attend the 2021 PRI Trade Show, visit pri2021.com/attend.

## DYNABRADE ACQUIRES SUPPLIER MANTH MANUFACTURING

Power tool and accessories manufacturer Dynabrade recently acquired one of its strategic suppliers, Manth Manufacturing, located in Tonawanda, New York.

"Manth has been a legacy business partner of ours for over 45 years…. This acquisition will strategically position us to build out the manufacturing team and further scale our production," Dynabrade President Michael Buffamonti said.

Manth Manufacturing was founded as a tool and die shop in 1962 and has evolved into a high-tech production machine shop with over 40 CNC turning, milling, and grinding machines.

## WIELAND ACQUIRES WRISCO INDUSTRIES

Wrisco Industries—the manufacturer of prefinished aluminum sheets and related components—has been acquired by Wieland Metal Services, the copper and copper alloy specialist.

"We view Wrisco as a highly strategic growth opportunity that will allow us to further expand our existing portfolio of products and services in North America," said Greg Keown, president of Wieland Metal Services.

The business will continue to operate under the Wrisco name after its integration into the Wieland Group.

## HOLLEY LAUNCHES EVENT FOR ELECTRIC VEHICLE ENTHUSIASTS

Holley has announced it will host a new event for all-electric vehicles on November 13–14 at Sonoma Raceway in Sonoma, California. Holley's "High Voltage Experience" will offer multiple high-performance driving events and an opportunity for the emerging EV culture to come together.

"With a growing population of EV owners, we want to provide a place for them to get out and have fun with their vehicles and community. The High Voltage Experience is the perfect place to meet other EV enthusiasts, see incredible vehicles, and enjoy their own vehicle on the track in a safe environment," Holley Chief Marketing Officer Sean Crawford said.

Motorsports events will include autocross, road course, drag racing, and the 3S Challenge, which combines performance aspects of all of the above. Additional events include a car show and professional driver instruction by Randy Pobst.

## EQUALIZER SYSTEMS REBRANDS AS EQ SYSTEMS

Days Corporation, the parent company of Equalizer Systems, has announced a rebrand, as Equalizer Systems will now be known as EQ Systems, while Days Corporation will now be known as EQ United. Its distribution company, Days Distribution & Logistics, will now be EQ Logistics.

"We wanted to find a way to honor [the late Days Corporation CEO Jim Sproatt's] legacy as we grow into the future, and so we are taking on a new approach building on our strengths and our innovative mindset," EQ United COO Jason Loose said.

## OMP RACING, BELL HELMETS REBRANDED AS RACING FORCE

OMP Racing has announced a new company name following the acquisition of Bell Racing Helmets Group in 2019. Both brands, along with sister companies Zeronoise communication systems and Racing Spirit apparel, will now operate under Racing Force USA.

OMP Racing SpA Chairman and CEO Paolo Delprato stated, "It was important to rename the company in a way that equally represents the rich history of both established brands along with emerging brands Zeronoise and Racing Spirit."

The product lines will continue to be offered under their respective brand names. The Bell Racing Helmets office based in Sakhir, Kingdom of Bahrain, will operate under Racing Force International, WII.

## RYAN SAGE NAMED FORMULA DRIFT PRESIDENT

Formula Drift has announced that Vice President Ryan Sage will assume the role of president of Formula Drift, following co-founder Jim Liaw's appointment as general manager at Performance Racing Industry (PRI). Liaw will remain a Formula Drift board member.

Sage, who co-founded Formula Drift with Liaw, has served as vice president since 2004.

"Jim has been my business partner, and most importantly, my friend for the past 20 years, so I'm excited to see him take this new path in his life," Sage said.

## PERMATEX PROMOTES BEN GRUESER TO ASSOCIATE MARKETING MANAGER

Permatex—the provider of chemical technology based in Solon, Ohio—has named Ben Grueser as associate marketing manager. In his new role, Grueser will be responsible for the management of ITW's Spray Nine and Fast Orange brands, initiate and coordinate the launch of new products, and manage profit improvement projects.

Grueser first joined Permatex as a staff accountant in May 2018. Most recently, he served as a financial analyst.

***For up-to-the-minute racing industry news, scan the QR code below or visit primag.com/industrynews.***

## JOHN KILROY, LONGTIME PRI EDITOR AND GM

John Kilroy, the former longtime editor of Performance Racing Industry (PRI) Magazine and later General Manager of PRI, passed away in early October after a years-long battle with cancer.

Kilroy, who started his career with PRI in 1990, led the company's editorial operations for 22 years until he was elevated to GM following PRI's sale to SEMA in 2012. For the next four years he oversaw day-to-day management of PRI and produced the annual PRI Trade Show while guiding the overall direction of PRI's media and communications efforts.



A graduate of Cal State Fullerton, he was widely known and respected throughout the industry as an honest, hard-working professional with a passion for motorsports and those who made their living in the trade. He maintained countless friendships among PRI staff even after his departure from the company in 2016.

"John really was a pioneer in the industry," said PRI Trade Show Director Karin Davidson. "Everyone knew him, whether you were at the Show or at the track. John was the go-to guy here for so long, and for so much. It's hard to put into words the impact he had at PRI."

In his final editorial for PRI Magazine, Kilroy spoke of his pride in having taken the concept of a trade show and business publication for racing professionals to "previously unimaginable heights."

"I've had a great run here at PRI," he wrote. "Along the way, I had the great fortune to work in an industry that taught me a lot about how to live this life. Thank you all for chasing after it the way you did. You inspired me throughout my 26 years."

A resident of Orange, California, Kilroy leaves behind a wife and three children.

# ADVOCACY CORNER

Tracking legal, legislative, and regulatory developments impacting the racing and performance industry.

**Edited by Laura Pitts**

PRI's dedicated advocacy team based in Washington, D.C., works nonstop to protect motorsports. We are currently tracking several initiatives on the federal and state levels, including a new partnership with Duck X Productions, the introduction of the RPM Act in the U.S. Senate, coalitions for race tracks, industry support for the RPM Act, and more.

## PRI, INDUSTRY GROUPS COME TOGETHER

PRI is working with race tracks across the nation to establish state motorsports coalitions designed to pool resources and knowledge. As a result, race tracks in Illinois, Michigan, New Mexico, New York, and Wisconsin have formed new coalitions or aligned with existing groups.

"Our ultimate intent is that every state has its own motorsports coalition, and PRI is there to facilitate them in their activities, specifically the ones that require governmental involvement," said PRI Ambassador Tom Deery. "Whether that be sales tax, zoning issues, or even something as difficult as noise issues, PRI is there to help support race tracks. We want to be there to support tracks in the creation, and ultimately the management if they wish, of a state coalition.

"We've had track operators that have never spoken to each other before," he added. "But, as rudimentary as that is, that can become the foundation of what a state coalition can provide."

"Auto racing is a difficult industry in many regards, so working together, especially during a pandemic and in the current state of the world that we live in, is very important," said Vado Speedway Park General Manager Chris Stepan, who oversees the New Mexico Motorsports Coalition, which is comprised of Alien Motor Speedway, Arroyo Seco Raceway, Cardinal Motor Speedway, Uranium Capitol Speedway, Roswell Dragway, Sandia Motor Speedway, and Vado Speedway Park.

"At the start of the pandemic, no tracks in the state of New Mexico were allowed to open—even with restrictions—so that was our main goal. All of our tracks are now open without restriction," Stepan continued. "If I had one message to track owners, I would say work with your neighboring tracks. Working together makes the sport stronger and, in turn, makes your local facility stronger as well."

For more information or to join a state coalition, contact prisupport@performanceracing.com.

## INDUSTRY VIPs, INFLUENCERS JOIN FORCES TO SAVE OUR RACE CARS

Since May, PRI has been collaborating with motorsports-centric social media influencers who have shared over 300 pieces of content promoting the RPM Act to their vast network of followers. These individuals range from racers to car and engine builders to enthusiasts, capturing broad audiences that celebrate the automotive lifestyle.

Over 100 content creators have shared updates on the Recognizing the Protection of Motorsports (RPM) Act of 2021, including YouTube videos, in-feed shares, and story updates. These efforts have generated almost 3.7 million impressions on behalf of the RPM Act, a bipartisan measure that protects Americans' right to convert street vehicles into dedicated race cars, as well as the industry's ability to market and sell parts for these vehicles.

In addition, industry personalities Alex Taylor, Darren Parsons, Claudia Moreno, and Chris Petruccio have collectively generated almost 500,000 impressions on their social media posts urging followers to send letters to lawmakers asking them to support the RPM Act.

For more information or to help spread the word about the RPM Act, contact prisupport@performanceracing.com.

## CURRENT LIST OF NEW RPM ACT SUPPORTERS (AS OF EARLY OCTOBER):

**U.S. SENATORS:**

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JON **TESTER** (D-MT)*
MARK **KELLY** (D-AZ)*
JONI **ERNST** (R-IA)*
JOE **MANCHIN** (D-WV)*
THOMAS **TILLIS** (R-NC)*
DAN **SULLIVAN** (R-AK)
SHELLEY MOORE **CAPITO** (R-WV)
GARY **PETERS** (D-MI)
MIKE **CRAPO** (R-ID)
JIM **INHOFE** (R-OK)
JOHN **BARRASSO** (R-WY)
KYRSTEN **SINEMA** (D-AZ)
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GUS **BILIRAKIS** (R-FL)
BILLY **LONG** (R-MO)

## PRI SPONSORS MAGIC 8 RACE IN SOUTH GEORGIA

PRI recently stepped up as title sponsor of last month's Magic 8 race at South Georgia Motorsports Park in Valdosta, Georgia, part of the four-day No Mercy 12 drag racing event produced by Duck X Productions.

As presenter of the October 15 program, PRI was on-site to help promote the sport of racing and raise awareness of the threats currently facing the motorsports industry.

Recently, race tracks have come under fire for holding in-person events during the COVID-19 pandemic; local and state governments have sought to curtail tracks' lawful operations; and officials with the federal Environmental Protection Agency (EPA) have issued fines and penalties to performance suppliers and retail businesses over alleged violations of the Clean Air Act.

PRI's Save Our RaceCars initiative urges industry members, enthusiasts, and fans to become involved with efforts to stop government overreach and help get the RPM Act passed into law.

"Along with the worldwide motorsport industry, Duck X Productions events are experiencing challenging times," said Donald "Duck" Long, promoter of No Mercy. "At the forefront of the issues is that of government overreach. While we've endured and survived through hurricanes and extreme temperatures, never have we had to contend with the government threats that we are experiencing today. We are proud to join PRI in supporting the RPM Act."

Racers and race fans can join the industry's advocacy efforts by contacting their lawmakers at SaveOurRaceCars.com.

## SENS. BURR, TESTER INTRODUCE RPM ACT IN U.S. SENATE

Senators Richard Burr (R-NC) and Jon Tester (D-MT) have reintroduced the Recognizing the Protection of Motorsports (RPM) Act (S. 2736) in the U.S. Senate. As noted above, the pro-motorsports, pro-business bill, which was reintroduced in the U.S. House of Representatives in May 2021, is critical to ensuring that racers can continue to modify street vehicles into race cars used exclusively in competition, and that businesses can continue to produce, market, and install racing equipment. The bipartisan Senate bill has 17 sponsors currently, including original sponsors Mark Kelly (D-AZ), Joni Ernst (R-IA), Joe Manchin (D-WV), and Thomas Tillis (R-NC).

The racing community has been vocal in supporting the RPM Act since 2016, after the EPA first declared that the over 50-year-old Clean Air Act does not allow street vehicles to be converted into racing vehicles, even if the vehicles are trailered to the track and used exclusively for motorsports competition. The RPM Act enjoys unprecedented energy this year, as racers and motorsports parts businesses have already sent more than 1.5 million letters to federal lawmakers since January 1 urging passage of the bill.

The RPM Act is now being considered by both the House of Representatives and the Senate. The bill is well-positioned for passage in the current Congress as a result of strong grassroots support for the legislation. Members of Congress are familiar with the RPM Act, which has already been the subject of hearings in previous years by the House Energy and Commerce Committee and the Senate Environment and Public Works Committee, which have jurisdiction over the bill.

"Amateur motorsports is a unique American pastime," said Sen. Burr. "This bipartisan legislation provides certainty for folks who enjoy America's long-held racing tradition, in the spirit Congress intended when it passed the Clean Air Act more than 50 years ago. I'm proud to work with my colleagues on this common-sense legislation to protect the legacy of American motorsports for years to come."

Motorsports competition involves tens of thousands of participants and vehicle owners each year, both amateur and professional. Retail sales of racing products make up a nearly $2 billion market annually. A majority of the estimated 1,300 race tracks operating across the US, including oval, road, dirt, drag strip, and off-road, feature converted race vehicles that the EPA now considers illegal.

"Folks in the motorsport community have always relied on the freedom to modify their vehicles to race and compete," said Sen. Tester. "This legislation will codify that freedom into law by preventing unnecessary regulations on motorsport hobbyists, allowing amateurs and professionals alike to uphold tradition while still following the intent of the Clean Air Act."

As advocates for the worldwide motorsports industry, PRI urges the racing community to unite and contact lawmakers to pass the RPM Act by visiting SaveOurRaceCars.com. PRI

## PRI MEMBERS BACK RPM ACT

Several well-known motorsports businesses have joined forces with PRI to raise awareness and support for passage of the RPM Act. Following are some of the outstanding companies partnering with PRI to keep the momentum going:

- **Titan Motorsports –** Orlando, FL
- **Edelbrock Group –** Olive Branch, MS
- **Callies Performance –** Fostoria, OH
- **JEGS Performance –** Delaware, OH
- **Summit Racing –** Tallmadge, OH
- **Turn 14 Distribution –** Horsham, PA
- **Enjuku Racing –** Clermont, FL

PRI encourages all motorsports businesses to join the effort. You or your company—or both—can also take various steps to make your voices heard and join the community to propel the RPM Act forward, including:

- Send a personal letter to your lawmakers at: saveourracecars.com.
- Sign a letter to your lawmakers on company letterhead. Contact racinghelp@performanceracing.com for a template and more information.
- Post about the RPM Act on your company's social media accounts using the toolkit of digital assets.
- Include an RPM Act brochure in boxes shipped to your customers. Contact racinghelp@performanceracing.com for more information.

Become a member of PRI and learn more about the PRI PAC at performanceracing.com/membership.

# RACE SHOP



## B&M

**holley.com/brands/b_and_m**

The B&M Quick Detach Pro Stick Shifter Mounting Plate Kit is built with 5052 aluminum for strength and light weight. With mil-spec clear anodizing and stainless steel quick-release pins, it can provide years of maintenance-free operation.

**Contact: 866-464-6553**



## DART MACHINERY

**dartheads.com**

Dart has redesigned and improved its SHP Series cylinder head for small block Chevrolet muscle car applications. Based on the 23-degree valve angle configuration, it features revised port designs to deliver significant power improvements at budget-friendly affordability.

**Contact: 248-362-1188**




## DEATSCHWERKS

**deatschwerks.com**

The DeatschWerks DWR1000c adjustable fuel pressure regulator features universal fitment, dual -6AN inlet and -6AN outlet, and comes in anodized black or anodized titanium.

**Contact: 405-217-0701**




## DESIGN ENGINEERING, INC

**designengineering.com**

DEI's new Heat Control and Dirt Deflector Kit is available for Honda Talon two-seat and four-seat models. The kit is made from high-quality, long-lasting, durable materials to reduce heat in the center console area while also sealing it from dirt and mud build-up. An Extreme Heat Barrier is included that blocks radiant heat from the engine and exhaust.

**Contact: 800-264-9472**



## ENGINE PRO

**enginepro.com**

Engine Pro has added a new line of performance multi-layer steel head gaskets specifically designed to meet the high thermal demands and combustion pressures of GM LS and LT engines. These head gaskets feature three, five, or seven layers of metal to provide high thermal stability in extreme conditions including severe duty, nitrous, supercharged, and turbo applications.

**Contact: 303-424-3200**



## FRANTZ FILTERS

**frantzfilters.com**

Frantz Filters offers an expanded line of Duramax, Cummins, and Powerstoke Bypass Oil Filter Kits. The company now has custom designed kits for more common diesel-powered vehicles. New kit applications include the Ford Powerstroke 6.7L, 7.3L, and dual model kit for the 6.0L/6.4L Powerstroke, and three separate 6.6L Duramax/GMC kits for years 2001–2016, 2017–2019, and the current 2020–2021.

**Contact: 800-341-6516**



## HOLLEY

**holley.com**

Holley Sniper EFI Quadrajet Master Kits combine the Sniper EFI Self Learning Throttle Body with an easy-to-install, in-tank, retrofit returnless Fuel Module, 20 feet of Earl's Vapor Guard fuel hose, and all of the required fittings necessary. The included fuel system places a 340 LPH fuel pump in the tank.

**Contact: 866-464-6553**




## HOT SHOT'S SECRET

**hotshotsecret.com**

Severe Duty Blue Diamond +4/D3/M5 and Adrenaline Pro Shift +4 are developed from combined 100% poly-a-olefin (PAO) Group IV and high-quality Group V synthetic oils. For added protection, the transmission fluid formulas are infused with Hot Shot's Secret FR3 nano lubricant technology.

**Contact: 800-341-6516**



## MELLING ENGINE PARTS

**melling.com**

Melling offers new high-performance valve springs for GM LS engines. Part number is 466564.

**Contact: 517-787-8172**



## MOROSO PERFORMANCE PRODUCTS

**moroso.com**

Moroso has introduced a remote dual battery cable kit with crimp-on terminals. Kit includes 25 feet of Positive Heavy Duty/High Voltage 1 Gauge Cable with red insulation, and 8 feet of Negative Heavy Duty/High Voltage 1 Gauge Cable with black insulation. Insulation resists most car fuels, oils, and cleaners.

**Contact: 203-453-6571**

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## PROTORQUE

**protorque.com**

The X8 Series race torque converters are geared toward the sportsman market, including Factory Stock Showdown, Stock, Super Stock, Comp Eliminator, Top Dragster, Top Sportsman, and more. They feature lightweight 7075 T6 billet aluminum bolt-together drive cover, and are fully CAD/CAM designed and CNC-machined.

**Contact: 631-218-8700**



## QUICK TIME

**holley.com/brands/quick_time**

Quick Time offers bellhousings for Honda and GM LS applications. The RM-6036MWA connects GM LS engines to manual transmissions utilizing the GM standard pattern such as Muncie, Borg Warner/Tremec GM style T5 or TKO 500/600. This bellhousing doesn't have a starter pocket, making it ideal for applications using an engine plate and a custom starter. It's SFI 6.1 certified.

**Contact: 866-464-6553**



## RAYBESTOS POWERTRAIN

**raybestospowertrain.com**

The 10R80, 10L80 E Clutch Torqkit is a performance upgrade beyond the OE design that features an increased clutch count with six performance GPZ frictions, seven steels, and .101 selective steel to increase performance, durability, and towing capacity in various Ford and Chevrolet vehicles.

**Contact: 800-686-4729**




## SETRAB USA

**setrabusa.com**

Setrab offers a new range of performance billet remote filtration and oil control components to complement Setrab ProLine Oil Coolers. The universalized components are designed with signature ProLine M22 ports for compatibility with the range of sūsa ProLine adapter fittings and direct-port hose ends.

**Contact: 740-625-6228**

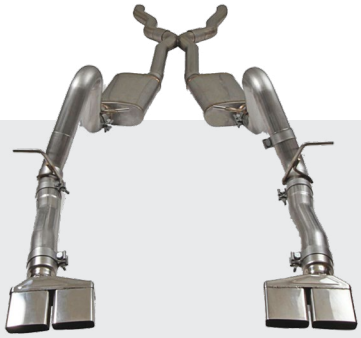


## SUMMIT RACING EQUIPMENT

**summitracing.com**

Summit Racing Equipment offers this electric vacuum pump. The rotary vane-style pumps have an enlarged diaphragm to ensure maximum suction, and to run quietly and vibration-free. They have a Manifold Absolute Vacuum/Pressure (MAVP) sensor that eliminates the need for old-school vacuum switches and relays.

**Contact: 800-230-3030**



## HOOKER BLACKHEART

**holley.com/brands/hooker_blackheart**

This Gen III Hemi Swap Exhaust System for 1970–1974 Dodge Challenger with R/T-style tips features 3-inch diameter, straight through 304 stainless steel, zero restriction mufflers, and 304 stainless steel mandrel bent exhaust tubing, which is specifically designed for Gen III Hemi-swapped vehicles.

**Contact: 866-464-6553**

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| Rally North America: 07.21 | Gingerman, MI |
| NMCA/NMRA: 07.24 - 07.25 | Martin, MI |
| NTPA Summer Nationals: 08.20 - 08.22 | Bowling Green, OH |
| Crandon World Championships: 09.02 - 09.04 | Crandon, WI |
| Gridlife: 09.10 - 09.12 | South Haven, MI |
| Hot Rod Drag Week: 09.13 | Martin, MI |
| Hot Rod Drag Week: 09.14 | Norwalk, OH |
| Hot Rod Drag Week: 09.15 | Indianapolis, IN |
| Hot Rod Drag Week: 09.16 | Byron, IL |
| Hot Rod Drag Week: 09.17 | Martin, MI |
| Super Dirt Week: 10.07 - 10.10 | Oswego, NY |
| Indy Autonomous Challenge: 10.22 - 10.23 | Indianapolis, IN |
| Dodge//SRT NHRA Nationals: 10.29 - 10.31 | Las Vegas, NV |
| SEMA Show: 11.02 - 11.05 | Las Vegas, NV |
| Mint 400: 12.03 - 12.05 | Las Vegas, NV |
| PRI Trade Show: 12.09 - 12.11 | Indianapolis, IN |

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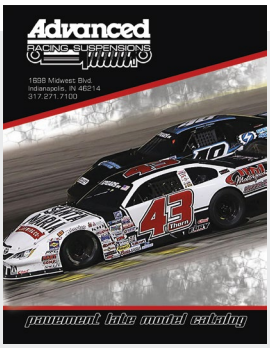
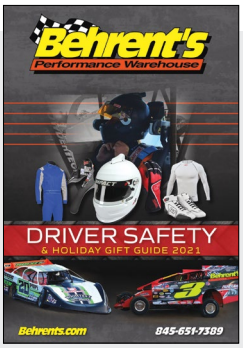



## ADVANCED RACING SUSPENSIONS

**advancedracingsuspensions.com**

This catalog showcases pavement late model components including shocks, coil-over kits, bump rubbers, and bump springs.

**Contact: 317-271-7100**

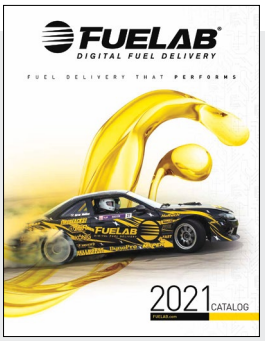



## BEHRENT'S PERFORMANCE WAREHOUSE

**behrents.com**

The Driver Safety and Holiday Gift Guide features the latest racer safety gear from leading manufacturers, including new Snell SA2020 racing helmets.

**Contact: 845-651-7389**

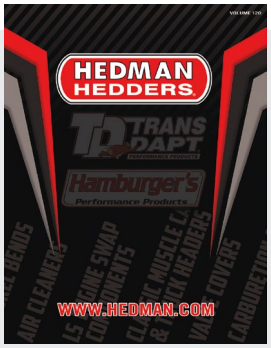



## FUELAB

**fuelab.com**

Fuel pumps, fuel pressure regulators, and accessories are highlighted in this catalog. Newly introduced products include Pro Series components and in-tank brushless pumps.

**Contact: 618-344-3300**




## HEDMAN HEDDERS

**hedman.com**

Headers, engine swap components, and performance-oriented products such as gaskets, mufflers, exhaust tips, and more can be found in this catalog.

**Contact: 562-921-0404; sales@hedman.com**




## LOOK TRAILERS

**looktrailers.com**

LOOK Trailers highlights its lineup of race and auto trailer offerings, such as its Drift, Element, Ignite, LXT, Moab, Platinum, Premier, ST, Vision, and more models.

**Contact: 877-541-5665**




## NGK SPARK PLUGS USA

**ngksparkplugs.com**

This 469-page catalog covers a variety of applications for NGK Spark Plugs USA's Ruthenium HX, NGK Iridium IX, G-Power, and OEM spark plugs.

**Contact: 877-473-6767**

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- Served DCM-Tech, RMC, Winona Van Norman, Guspro, K-Line, Serve-Equip, Kwik-Way (Seat Guide tooling / machines).
- Served AMC-Schou Denmark, Berco, AZ-spa, Comec, Serdi SRL, Peg-Rossi Cramer (Seat Guide tooling / machines).

## ROBINS Inventions & Evolutionary concepts ..

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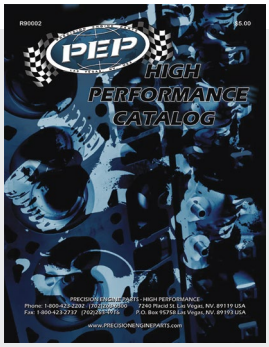
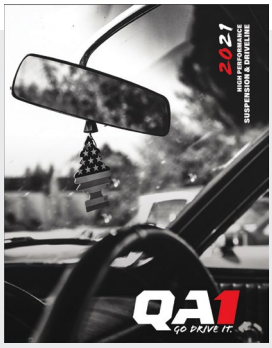



### PRECISION ENGINE PARTS
**precisionengineparts.com**

PEP offers valves, springs, roller rockers, crankshafts, connecting rods, intake manifolds, pushrods, bronze valve guides, camshafts, and more in this catalog.

**Contact: 800-423-2202**




### QA1
**qa1.net**

New products in QA1's 2021 high-performance catalog include upper and lower GM control arms, GM full vehicle kits, 3-inch Mod Series shocks, and more.

**Contact: 952-985-5675; sales@qa1.net**

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# SOCIAL STATUS

A closer look at racing and performance industry members' winning trade show strategies on Instagram, Facebook, Twitter, and more.

Trade show season is upon us, and social media marketing is essential for exhibiting companies. It's an avenue to create pre-show excitement for their exhibits, as well as attract more foot traffic and highlight new company offerings to be displayed at the show.

"Trade shows like PRI are a great platform to further engage those who may already follow your brand on social media and, more importantly, a great opportunity to pull in those who may not be aware of your brand at all," said Kevin Parlett, multimedia manager at VP Racing, San Antonio, Texas. "The audience at PRI is saturated with real purchasers that are engaged in the industry, and as anyone who has built a social following knows, one engaged fan is worth 100 disengaged fans. This makes social media marketing all that more important at these in-person trade shows, to make sure you capture that new audience and leave the show with a connection to current and new fans alike."

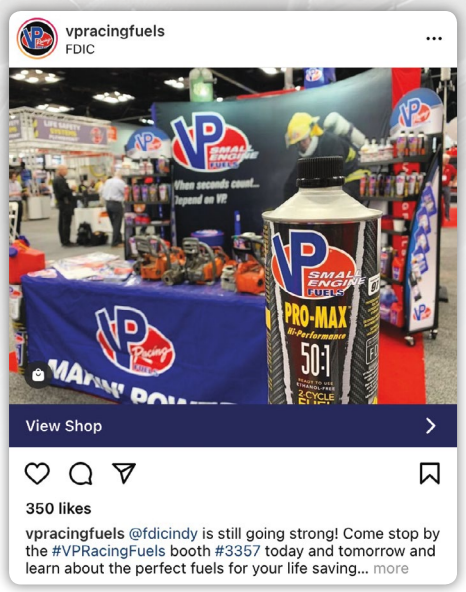



There are multiple ways to incorporate social media marketing at a trade show, from mentions of social handles on your display and printed materials to promotion of the people appearing in your booth each day, Parlett noted. "We leverage our more popular sponsored athletes to sign hero cards for fans, and keeping in mind the diversity of motorsports that converges at PRI, we try to have a nice variety of different motorsports represented. Not only does this bring attention and people to our booth to learn about our product offerings, but more importantly, that hero card they are taking home with them has product information on the back, along with social info and a QR code leading them to a point where they can either make a purchase or we can generate a quality lead."

Sarah White, digital content developer for AutoMeter in Sycamore, Illinois, added, "An effective way to market a booth for your company is by inviting a well-known car enthusiast to your booth that can explain the product and allowing them to do a signing at your location. With the use of social media, you can promote them by sharing a live video, picture, or short video of what they are excited about being at the show."

Furthermore, AutoMeter typically uses Instagram and Facebook to showcase cars throughout the show with their products in use. "Taking videos and pictures of other cars will allow the attendees to visit the booth to ask questions about that particular product and to drive more sales," White explained.

"Don't be afraid to showcase one of your sponsored cars in a different booth, or team up with another non-competitive brand on how to engage your respective audience together," Parlett agreed. "PRI and other industry trade shows are great opportunities to not only showcase your brand and products, but the industry as a whole. In the past, we tried to focus on telling just our story at these events, but have recently discovered that it's more engaging to bring the audience along the journey with you throughout the whole event, not just what's happening in your booth. Let them experience the event through the eyes of VP in a more organic way."




In summary, "with the use of social media, it gives you the opportunity to share exciting news about guest car enthusiasts, new products, and a limited or one-time giveaway," White explained. "This gives you multiple engagement points to encourage more of the crowd to come visit your booth.

"Whether you're using Facebook, Instagram, and/or Twitter, try to post at different times of the day, and post consistently throughout the PRI weekend. It is understandable to post more than usual during a large event to draw a large crowd to your booth," she added.

Parlett's advice: Keep it simple. "Don't overthink it with a million hashtags or complicate each day with a crazy jam-packed activation schedule. Pick a few ways you want to engage the in-person audience and how you can tie that into the digital audience at home.

"The possibilities are endless," he concluded. "Get creative with your messaging, don't be afraid to collaborate, and bring your social audience with you for the journey!" PRI

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